# TO FOUR Pages in Control IME

THE WEEKLY NEWSMAGAZINE



MICKEY MANTLE Born for the majors.



it's only a day from the U.S.A. You'll eat the finest steaks you've ever tasted, only 25 to 50¢ apiece. English is spoken everywhere in South America.

# isit / amazing cities on your way ROUND SOUTH AMERICA

with Panagra and Pan American!

Fraction of Control of

Restful Lima has the charm of old Spain ... is cooled by the Humboldt Curren

Switzerland? No. you're in Santiago, Chile. Living costs very little  No other airline system can take you straight down one coast and back the other! You fly in deluxe DC6 type aircraft all the way and save 10% on your round-trip fare. Truly, you haven't seen anything 'til

Truly, you haven't seen anything 'you've seen South America!

Fly the East Coast from New York to Buenos Aires on Pan American's new Super-6 Clippers\*.

Fly Panagra's West Coast route from "B.A." to Miami on deluxe El Inter Americano, only daily DC-6. Berths available on both flights at nominal extra charge.

First-class, round-trip fare from New York is 8988.20 in either direction. Convenient routings from any part of the U.S.A. Tourist service—in pressurized aircraft—also available with savings up to 20%. Call your Travel Agent or the nearest Pan American office.

Montevideo has a wonderful Casino

Gay. Smart Buenos Aires will win your heart. Shop for alligator hags, belts. wallets

Fly PANAGRA and PANAMERICAN

Rio de Janeiro

your camera

is truly beautiful Be sure to take

# RESEARCH KEEPS B.F.Goodrich

FIRST IN RUBBER



# One improvement saved \$7700what can better rubber do for you?

ONE easy change saved this plant 7 months. Management changed to grommet belts—an entirely new kind of V belt developed by B. F. Goodrich—they lasted 7 years. Saving was \$7700 in teplacement costs alone.

Other B. F. Goodnich improvements are making swings in hundreds of places that are just as impressive. For instance, BFG has developed a radically new conveyor belt, called Gippen, that can carry packages, crates, all sorts of things, at steep angles never possible before, and so make substantial savings in space, equipment costs and time.

Still another example is B. F. Good-

rich Armorite, a special rubber so tough ir handles rocks, gravel, other things that wear right through steel. Used as chute lining in a Pennsylvania coal mine, Armorite is still in service after 5 years while the steel plates previously used had to be replaced 2 and 3 times a year.

a year.

Outlasting other rubber, other materials by many times, is nothing unusual for products improved by B. F. Goodrich research. The cord conveyor belt which can last 10 times longer is typical of this. And the Burstproof steam hose that protects workers from scalding and injury makes a saving in safety as well as money. To find our more about these money-saving improvements and what they can do for you, send the coupon now for free facts on those rubber products you use.

The B. F. Goodrie Dept. M-43, Akre	on 18, Ohio
I want to know more thecked below:	about the products I'
☐ Grommet V belts ☐ Armorite lining ☐ Burstproof steam	Cord conveyor belt



JAMES F. BELL Chairman, Committee on Finance and Technological Progress, General Mills, Minneapolis.



LLOYD D. BRACE President, First National Bank of Boston.



VANNEVAR BUSH President, Carnegie Institution of Washington.



CLEO F. CRAIG
President of the American
Telephone and Telegraph
Company, New York.



DAVID A. CRAWFORD Director and formerly President, Pullman, Inc., Chicago.

# "The Trust You

As you used your telephone today, you probably had your mind on other things than the policy of the telephone company. But the principles that guide a business like ours directly affect your telephone service. So they are important to everyone who uses a telephone, as well as to the 1,230,000 people who share ownership of the Bell Telephone System.

We think you will be interested in a message that was sent recently to the share owners of the American Telephone and Telegraph Company by its Board of Directors. A message from the Board of Directors of the American Telephone and Telegraph Company

"Each of us considers that he is a trustee for the savings of every individual who has put money in the business. It is our responsibility that the Company shall prosper.

"We are sure that to perform this duty, we must serve the public as well as possible. The Company is a servant of the public. The services it performs are necessary to the people of the United States. They are necessary to the building of our nation and to our



JOHN J. McCLOY Chairman of the Board, Chase National Bank, New York.



ARTHUR W. PAGE Business Consultant, New York.



THOMAS I. PARKINSON Chairman of the Board, The Equitable Life Assurance Societ of the United States, New York



ELIHU ROOT, JR. Lawyer, New York.



TOM K. SMITH Chairman of the Board, The Boatmen's National Bank of St. Louis,



JOHN W. DAVIS Davis Polk Wardwell Sunderland and Kiendl, New York.



HAL S. DUMAS

Executive Vice President of the
American Telephone and Telegraph Company, New York.



W. CAMERON FORBES
Partner, J. M. Forbes &
Company, Boston.



G. PEABODY GARDNER Trustee, Boston.



JOHN L. McCAFFREY
President, International
Harvester Company, Chicago.

# Have Placed In Us"

national security. Clearly, we occupy a position of great public trust.

"We think it all-important therefore that we furnish the best telephone service it is in our power to provide—a service high in value and steadily improving at a cost to the user that will always be as low as possible and at the same time keep the business in good financial health.

"The success of the business depends on the people in it. To serve well and prosper the Company must attract and keep capable employees. They must be well paid and have opportunity to advance in accordance with ability. And we must continually develop first-rate leaders for the future. "Finally, it seems to us that it is always our duty to act for the long run. Sound financing, good earnings, reasonable and regular dividends—these are all long-term projects.

"So is our continual research to find better means for giving better telephone service. So is the building of the human organization and character on which good service depends. So is the training of leaders. In all our undertakings, the long view is essential.

"This is the way we understand the trust you have placed in us. It is a trust that deserves, and will continue to receive, the most painstaking care we can give it."



MYRON C. TAYLOR Formerly Chairman of the Board, United States Steel Corporation, New York.



SAMUEL A. WELLDON Formerly Chairman of the Board. The First National Bank of the City of New York.



WILLIAM WHITE President, New York Central Railroad Company, New York.



A. LEE M. WIGGINS Chairman of the Board, Atlantic Coast Line Company Hartsville, S. C.

BELL TELEPHONE SYSTEM





Does it mean anything . . . or doesn't it?

Would another phrase do just as well? Our nation's founders didn't think so!

The men who signed the Constitution . . . the men - and women - who braved the prairie and the mountain to proneer our land . . . they

But what about us? Does this motto on the coin in our pocket guide us . . . inspire us . . . strengthen us? Or have we forgotten the

power of the faith expressed in these words? are worried about tomorrow . . . then perhaps the time has come to put aside small things and turn once more to the faiths which made

our nation great.

Our country's great leaders down through the years have shared a sure belief in God . . . in themselves . . . in their fellow men . . . and in their own ability to work out their problems ... and in the great justice of a free people.

Let us do the same today. For these faiths will renew our strength.





### Looking at it or out of it-a beautiful view!

# **NEW '53**

# PLYMOUTH



Classia, alteround vision is one of the features of the new 53 Plymouth that you'll notice and like immediately. The industry's sleekest, safest low-hood silhouette lets you see objects right up close to the front of the car, a great help in traffic or parking. The narrow corner posts, the low-cut windows, the new tera quarter-window, the wide, curving glass area in the rearall contribute to exceptional vision.

There's more quality in it you get more value out of it



Equipment and trim are subject to availability of materials



New Plymouth Hy-Drive, optional at extra cost, lets you drive cross-town or crosscountry without shifting—offers the smoothest no-shift driving in the howest-priced field. Hy-Drive is the simplest unit mechanically, too, and the lowest in price. Your Plymouth dealer would like to arrange a demonstration whenever it's convenient for you.

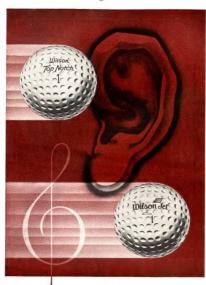


Control is smooth, sure, with Plymouth Safe-Guard Brakes. You get the same kind of stop for the same pedal pressure every time. This always-predictable action comes from the two hydraulic cylinders that Plymouth has in each front brake (where the other two leading low-priced cars have but one) and from the large braking area of Cyclebond lining.



Superb styling gives you a sense of pleasure the minute you step inside. And stepping inside, by the way, is easier in a Plymouth 2-door model, because of the ½-½ division of the seat. As you see above, a rear seat passenger can get in or out without disturbing those in front.

PLYMOUTH - Chrysler Corporation's No. 1 Car



# HARMONY... that is music to your ears

Tune in your BIG GAME in '53, with the NEW Wilson Harmonized TOP NOTCH. It's the high compression ball for hard hitters. Winners' ball in all five major golf championships of '52. For that EXTRA FEEL that pays off in extra yards, the Wilson

Harmonized JET is your ball. Has slightly lower compression for those who don't play

as often but want that long ball.

Sold through Professional Shops



#### LETTERS

#### Watching "Time Clock"

Re the May 25 Business section: "Time Clock" well timed.

DON A. QUERIO

Tremendous! IAN D. MORRISON

Toronto, Ont.

Sir:

. It's a screwball idea not worthy of the promotion space given it.
WILLIAM M. HINES SR.

Falls Church, Va.

Your new-look Business section rates a pay boost, "Time Clock's" short, punchy capsules being beautifully attuned to the businessman's cadence. However, that old mechanical watchdog-the factory time clock-is regarded by millions of Americans as an annoying and anachronistic regimentation. When 14 of ees and onlookers all over America stood up

WILLIAM G. BEYER Parker Pen Co.

Janesville, Wis

The Tariff Wall

The something new that has been added to

Letters to the Editor should be addressed to TIME & LIFE Building, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Rates: Continental U.S., 1 yr., 86,00; 2 yrs., 810.50; 3 yrs., 814.00, Canada and Yukon, 1 yr., 85.00; 2 yrs., 811.50; 3 yrs., 815.50, Plane-speeded editions. Hawaii, 1 yr., 88.00; Alaska, 1 yr., 510.00; Cuba, Mexico, Panama, Puerto Rico, Canal Zone, Virgin Islands, Continental Europe personnel anywhere in the world, 1 yr., \$4.75 Subscription Service: J. E. King, Genl. Mgr. Mail tions for change of address to:

TIME SUBSCRIPTION SERVICE 540 N. Michigan Avenue Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of Time) and new address (with zone number, if

Advertising Correspondence should be addressed to:

Copyright: Time is copyrighted 1953 by Time Inc. under International Copyright Convention, All rights reserved under Pan American Copyright

The Weekly Newsmagazine or obtained from

TIME INC. also publishes LIFE. FORTUNE. ARCHI-Executive vice President and President for Pub-lishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, J. A. Linen, P. J. Prentice: Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Manager, MARCH OF TIME Di-

ine 15, 1953

Volume LXI

# THE COMPANY THAT FELT RATHER LOW! (A sad ad that ends up glad) by Mr. Friendly



saw a sight I could hardly ignore . . . The Board of Directors lay on the floor! The President sighed, "You might as well know We're somewhat depressed. We feel rather low."

He sobbed in the rug, then said with a frown,

"Accidents seem to have gotten us down...

Morale, production and profits are at

A low that has left us flatter than flat!"

That's when I showed them, right then and there, How we had one company walking on air . . . So accident free\* that their spirits rose

And they had to tie anchors onto their toes!

### AMERICAN MUTUAL

Service from salaried representatives in 78 offices! Savings from regular substantial dividends!



PEOPLE, PROFITS AND PRODUCTION
(An American Mutual Brief Case)

Company: New England Wire Manufacturer.

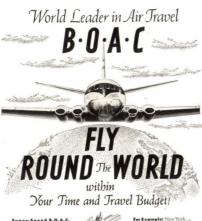
Problem: Increasing number of accidents, high insur-

ance rates, poor production, due to 325% business Solution: Our job sefera

Solution: Our job-safety analysis program helped reduce accident frequency 40% . . . reduced insurance costs, production costs!

Offer: For complete details on this dramatic safety engineering case study, plus 6 other outstanding accident-control achievements, write for "The Case Book of Safety Engineering at Work," American Mutual Liability Insurance Company, Dept. D-136, 142 Berkeley Street, Boston 16, Mass.

DIRES. AMERICAN MUTUAL LIABILITY INSURANCE COMPANY



Super-Speed B.O.A.C. Comet Jetliners, world's

fastest, spanning thousands of miles in a few smooth. restful hours, are included in many itineraries at no extra fare! You can plan a round-the-world tour in as little as 7 days. And for as little as 7¢ a mile. Or take up to a full year, with all the stopovers you like at no evers fare

Choose from 1,000 Routes around the world. See and do the things you've dreamed of in Britain, Europe, Egypt, South Africa, the Near East, Cevlon, India, Burma, Siam, Malaya, Japan, Australia, the South Pacific islands and South America.

Reservations through your travel agent or call RRITISH

#### **OVERSEAS AIRWAYS** CORPORATION

in New York, Boston,

Washington, Chicago, Detroit, Los Angeles, San Francisco, Miami, in Canada: Montreal, Toronto, Vancouver

AFRICA

Around the World on 88

Pounds! For practical, helpful. first-hand hints about what to pack in your liberal B.O.A.C. round-the-world luggage allowance . . . ASK OUIDA WAGNER. FLIGHT WARDROBE ADVISOR, B.O.A.C. DEPT. W -3. 342 Madison

San Francisco . . . Honolulu

... Manila ... Hong Kong

... Bangkok ... Rangoon

... Calcutta ... Delhi ...

Karachi . . . Cairo . . . Rome

... London . . . and back to

New York. ONLY\$ 1739.50

FIRST CLASS. Or, if you

use tourist flights, only

Avenue, New York 17, N.Y. FREE ROUND-THE-WORLD PLANNING CHART!

mide ch	B.O.A.C. Dept. R-3 342 Madison Ave., New York 17, N. Y. Please send free planning chart with oice of flights and possible stopover DUTES AROUND THE WORLD.	
points on 1000 its		
NAME		
ADDRESS		
CITY	STATE	

CITY\_ Fares are subject to periodic revision by the International Air Transport Association to American publishing in many a day . . . An article related to business should be placed alongside business news instead of appearing in sections so remote from the business articles that some of the most constructive comments in American periodicals are seldom read'... The topic selected. "The Case for Free Trade," was particularly timely, for the ancient proverb, "Where there is no vision, the people perish," holds truer than WALTER DREY

New York City

Sir: Realizing that foreign trade is one of the world's most underestimated problems, it was encouraging to read Time's May 25 article. I

regret that our President has not realized the critical importance of the problem . . . his delayed action has commissioned another committee to study [it] . . . Our present trade position . . . the power of the business lobby, the timidity of Congress, and the inexplicable lack of self-confidence of American usiness, result in an inequitable subsidy paid by the consumer.

NORMAN P. NOBACH Seattle

. . . While conservative business organizations and individuals plead for a liberalized trade policy and a devoted nation stands ready to back him to the hilt, Mr. Eisenhower bows to the noisy and parasitical hightariff lobby. The commission which he would have Congress appoint for a year's review of tariff policy could arrive at basic and practicable conclusions after a conference with any schoolboy who has studied elementary economics. Europe is crying for prompt removal of American tariff barriers so that, by earning dollars, she might ease out of the Americanaid strait jacket . . .

J. W. BRUNELL

Istanbul, Turkey

. . . A \$2 billion, or for that matter, a \$5 billion increase in our imports would not displace any workers in the total American labor force. If payment for these imports reduced the need for foreign aid by this amount, an offsetting reduction in taxes would permit the American consumer to buy an additional \$2 billion worth of goods. If foreign-aid payments were not affected, such imports would permit foreign buyers to buy an additional \$2 billion worth of our goods.

The fact that certain workers might lose certain jobs in certain industries is, of course, so obvious that we refuse to look beyond that simple fact. Were we willing to go a step further, we would see that a similar number of workers would get jobs in other industries. Whenever we get to the point where freezing workers in [their present] jobs is generally IOHN F. SELLE

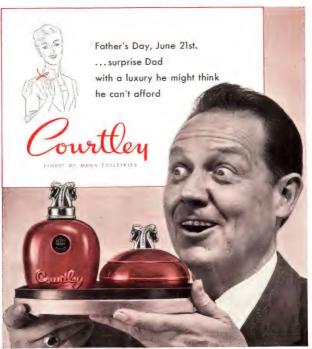
Gainesville, Fla.

. Our country can enhance its position of leadership in the world only by following an enlightened policy in the field of com-The economic doctrine of free, unhampered trade corresponds to that of political freedom and individual liberty

ANDREW J. LASKA Hayana, Cuba

Travel Notes

Senator George W. Malone, who doesn't want statehood for Hawaii, says: "If we were to accept Hawaii, I am sure that less than 1%



Above, popular two piece set of Courtley Shave Buw and After Shave Lotion. Distinctive Courtley, debug packages topped with go den twin harse head closures. In maroon, black or white, \$4.00, in gold, \$10.00.

At right, lexerious set of magnificent Courtley contoneers. Attel Shaze Lation, Shaxe Bawl, Men's Powder. In maroon, black or white, \$6.00; in gold, \$15.00.





Courtley Gold Shave Bowl, \$5.00 Other Courtley items from 60¢.

All Prices Plus Tox



amous Courtley After Shave ation Double Value Special ow at dea-es. 8 oz. packge, \$2 value, only \$1. Quanty limited, buy now.

AT BEST STORES EVERYWHERE \* COURTLEY BY RICHARD HUDNUT

# How to Choose a Ball to help improve your game

Get hold of your Pro. He knows your game - and he, with the help of the Acushnet Ball Guide which he has

in his shop, will select the Acushnet best for you. There are three top-grade Acushnet balls.\* They are

sold through Pro Shops only - the only places golf balls should be sold. They are pictured and described below. Depending on your game, one of them is for you. Acushnet Process Company, New Bedford, Massachusetts. Producers of Precision Molded Rubber Parts for all Industry.

#### The World-Famed

Titleist . . . a favorite ball with home-club Pros - and over a period of years, played by more of the Big Money Tournament Pros than any other ball. Large liquid center and Dynamite Thread wound at high tension. Just about the longest, sweetest feeling ball ever made. Designed specifically for the experienced golfer.



#### The Great Finalist . . .

built for the better golfer with an easy swing and also for the golfer who swings hard but not always true. A ball of the very highest quality, but wound to a lower compression than our Titleist. Don't worry about distance -Finalist goes out there with the best of them.



#### The Sturdy Bedford . . . here is the ball that can take it. A tough ball, but not a member of the "mush-ball" family. Quality equal to any top-grade ball made, but designed specifically for the golfer who once in a while backs the cover half off his ball. The Bedford is probably the longest

"tough" ball in the business.



# ACUSHNET GOLF BALLS.

Sold the world over through Pro Shops only

\*For those who want a lot of golf at a thrifty price, we recommend our Green Ray or our Pinnacle

of the entire population would ever be able to visit the United States to observe life and conditions on the mainland | Time, May 25 |." His statement parallels another statistic none of the boys from Hawaii who have died

JOE PRATA Russells Point, Ohio

lite and conditions here. Aloha, Webster?

Re Hawaii and Senator Malone: I can't

bear my ignorance any longer! What is a hu-muhumunukunukuapuaa? I almost strained my sternocleidomastoid just trying to say

HOLCOMBE C. McDANIEL Ruston, La

¶ Try saying triggerfish under water.

#### Duke of El Salvador

I enjoyed your colorful version of my years in the Foreign Service (TIME, May 25), and particularly your generous description of my being one "who has proved himself one of the best ambassadors the U.S. has ever sent to Latin America." However, rather than "pleading to be kept on," I would prefer to be regarded as a friendly pleader for El Salvador's special role, not only as a nation sympathetic to our objectives, but as the showcase for a dynamic approach to the problems that are currently plaguing all Latin America

ANGIER BIDDLE DUKE Havana, Cuba

Jungle Pets

I see from your review of Lost Trails, Lost Cities [Time, May 25] that the famous Colonel P. H. Fawcett, in common with nearly all other explorers of Amazonas and Mato Grosso, is not above grossly exaggerating the size of the Brazilian anaconda. Stories of sucuris 40 to 50 ft. long are common in Brazil, but they always turn out to be third hand, and neither the snake nor the actual person who saw it can be located! Some years ago, R. L. Ditmars, curator of reptiles at the Bronx Zoo and one of the world's foren experts on snakes, made an offer of \$1,000 for a skin in excess of 40 ft., but no such skin ever materialized. Dr. Afrânio do Amaral, director of the Butantan Institute (snake farm) in São Paulo, has reported an anaconda a little over 25 ft. in length, and this

appears to be the world's record . . . The "spider that can catch birds" is of course the caraneueizeira of northern South America, the largest of the tarantulas. It has gained a reputation based more on its formidable appearance than on actual fact. It is a hairy beast, often with a leg span of nine or ten inches, but it is almost blind, and is aware of the presence of prey through sensory hairs. There are a number of records of this spider attacking and killing small birds, such as humming birds, but it probably happens more by accident than design

As far as man is concerned, they are retiring, unaggressive creatures quite easily tamed, and their poison is not dangerous. R. VINCENT BENNETT, F.Z.S.

Rio de Janeiro

The Ins & Ons of Islands

Fime. May 25 has just informed me that "resident-elect Eisenhower and Admiral Rad-ford had dinner "in Iwo Jima." It has always

# why fathers with jobs should look at the help wanted pages

This sunday, when you pick up the paper, take a look at the "help wanted" pages—with that boy or girl of yours in mind.

Notice how many advertisements like these you see:



Don't you agree that, when your youngsters are trying to get a foot on the ladder, they will have a better choice of jobs if they have a college education?

Hundreds and hundreds of fathers are using a Travelers Educational Life Insurance Plan to make sure there'll be money enough on hand to meet all expenses when their children reach college age.

Under this plan you can choose from among several Travelers policies the one that suits your needs and your income best. Let your Travelers agent or broker show you how these policies can assure the financial help necessary for your youngsters' education.

Providing for the education of your children may be the most important thing you can do for them, and your Travelers agent is the man to see. If you don't know the Travelers man in your community, write and we'll gladly send you his name.



## Take the business-like approach-

Minutes after leaving your office, you're aboard the train. There you can work in privacy. Relax in the Club Car. And sleep on the knowledge that you'll arrive in the heart of town . . . on time for the business that brought you.

COMFORTABLE, CONVENIENT AND SAFE

seemed to me that one would not be in such places as Iwo Jima or Truk, but on them. If I am correct, I would not know just how the on category-would

NORMAN D. CHASNOFF Oakland, Calif.

TIME admits the wrong preposition landed on Iwo .- Ep.

#### The U.S. Negro (Cont'd)

Re the letters in Time [May 25, June 1] on the U.S. Negro: It is with regret that I notice a state of mind reflecting mental and Negro leaders of the past, such as Booker

Thanks to men such as Booker Washington, Negroes who would still be in the cotton patch are riding in Cadillacs, complaining gro, once a physical slave to white men, is today a slave to slogans, such as FEPC, civil rights, etc. State socialism is the real "opium of the people" today. And, of course, the Negro once was as much a slave to the superstitions of a dark age from a dark continent as he was the property of slavelater date than the Anglo-Saxon or Germanic tribes of Europe, and not to recognize this will bring calamity. Even now Africa is in

Booker Washington taught that the Negroes would lose the ostracism they suffered when they showed the world what they really had to offer. He taught hard work and hard study. There was more courage in this man and in his quiet constructive approach than in all the overbearing intolerance of the Harlem race fanatics and their politicians Race hatred is evil anywhere, but it is just as evil in Harlem as it is in Hattiesburg. A white man is not safe in Harlem. Racial good will is a two-way street

DUDLEY T. DOUGHERTY

Christian Democracy

Congratulations on your fine May 25 article on Premier de Gasperi and your re-marks on the Christian Democrats in Europe. say, that the only thing necessary for evil KATHERINE E. GRINNELL

Manhattan Beach, Calit

An ovation to Time for the essence of the article on Europe's Christian Democrats. Their credo . . is the complete credo of Unitarianism, and it is what can save the world. It is believable, non-authoritarian, anti-totalitarian, anti-superstitious and re-

P. B. LOOMIS

Birmingham, Mich. Young Dr. Fosdick

Sir:
To your superb tribute to Dr. Harry Emerson Fosdick in Time [May 25] may I, for the record, add one of Dr. Fosdick's choicest . Said Dr. Fosdick, "It is magnificent to grow old-if one keeps young!" And now, a quarter of a century later, on his 75th birth

WILLIAM B. LIPPHARD

Associated Church Press

COPPERAT 1985, THE PULLMAN CO.





#### THE SUMMER SUIT THAT "PRESSED" ITSELF OVERNIGHT keep their press and shape longer. They are light in weight, wonderfully cool and

The man in these pictures were his summer suit all through a hot, sticky day, hung it on a hanger that night and found it looking freshly pressed the next morning. This wrinkle recovery was possible because he has a new kind of suit made of "Orlon" and wool. Because "Orlon" helps fabrics shed wrinkles, this suit is doing a lot to end the "slept-in" look that many summer suits used to get after a few days' wear. Suits and slacks that make proper use

of Du Pont "Orlon" acrylic fiber will

Tropical suits and sports clothes of

Shirt and tie shown above are 100% "Orlon". They wash easily, dry quickly, need little-if any-ironing.

comfortable.

"Orlon" are on the market this season for the first time. They have a rich, luxurious texture, crispness without stiffness. They offer you the soft, casual lines of the finest tropicals, yet they cost no more than ordinary suits.

Tropicals of "Orlon" are more plentiful, but the supply is still limited. So



"Orlos" is Its Post's trade-mark for its acrylar fiber



#### "GEE, MARY...HE LIKES TO EAT FIRE!"

"Aw, he's only pretending, Billy ... and besides, I bet he gets burned sometimes. Daddy says fire is one thing you can't fool around with!"

The threat of fires is always present. That's why it's only common sense to take every precaution to prevent them. And make sure you're carrying adequate fire and extended coverage insurance with a nationally recognized organization such as Hardware Mutuals.

Ask your Hardware Mutuals representative about low

net est protection for your home and other properties. He'll point our that our dividend savings to policyholders, which currently run up to 30%, now total more than \$110,000,000. And he'll explain Hardware Mutuals policy back of the policy\* that assures you prompt, fair claim handling, plus financial stability.

Call Western Union, ask for Operator 25, and request the name and address of your nearest Hardware Mutuals representative. You'll be glad you did!

Insurance for your AUTOMOBILE...HOME...BUSINESS

# Hardware Mutuals.

Stevens Point, Wisconsin · Offices Coast to Coast

HARDWARE MUTUAL CASUALTY COMPANY . HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY

#### A LETTER FROM THE PUBLISHER

### Dear Time-Reader

Mantle of the New York Yankees marks the 90th time that a figure in the sports world has been on the cover of TIME. The first athlete to appear was a hard-jawed. 28-year-old mauler by the name of Jack Dempsey. That was in September 1923. Two weeks later, he fought his famous match with Luis Angel ("Bull") Firpo, at which boxing fans paid a total of \$1,888,822 to see Dempsey retain his world heavyweight championship in 3 minutes, 57 seconds of furious fighting.

In telling the sport news of the 30 years since then. TIME's covers have ranged from boxing to jai alai, including stories on baseball, football,

crew racing, chess, tennis, polo, ice hockey and skiing. Sport Editor Douglas Kennedy wrote this week's cover story, the seventh he has written since he came to TIME in 1950. Subjects of Kennedy's other cover stories; Sugar Ray Robinson. Dick Savitt, Princeton's Dick Kazmaier,

Andrea Mead Lawrence. Eddie ("The Brat") Stanky. and Olympic Decathlon Champion Bob

Mathias In 1923, when the Time story on Dempsey appeared. Kennedy was a husky four-year-old punching his way through nursery school in Worcester. Mass. At Loomis prep school he resigned from the tennis team to organize a golf team. (He now shoots in the high 70s and feels that an ideal vacation is 36 holes of golf every day of the week. After graduating from Brown University, he joined the Navy as an apprentice seaman, started his training as a "oo-day wonder," and elected to fight the war in small boats. He got his wish: skipper of a PT boat in the South Pacific, where he participated in the rescue of Captain Eddie Rickenbacker, who had been adrift on a raft for 21 days, Later, Kennedy's squadron also rescued Lieut. John Kennedy (no kin now the junior Senator from Massachusetts), whose boat had been rammed and sunk by a Jap destroyer.

Kennedy's next assignment was Newport, R.I., as instructor to a group of and maintenance of PT boats to be delivered under Lend-Lease. Shortly after the Normandy invasion, he was nicked in the knee by a piece of German shrapnel. The next day in Cherbourg he met Ann Newdick, a Red Cross worker whom he married two months

After the war Kennedy went to work for his home-town paper, the Worcester. Mass. Telegram and Evening Gazette, and then joined the New York Herald Tribune as a sports writer. Says he: "My beat was so wide that I soon became known as the decathlon man. Among his many titles: ski editor. That title and the experience came in handy when TIME's editors picked the cover subject for the issue of Jan. 21, 1052. The subject: Andrea Mead Lawspeed, captain of the U.S. women's

Kennedy describes himself as a "fair but ardent" skier, who began in 1936

on Hill 70 in the Laurentians, site of one of the first ski tows to he erected in Canada. ered the ski areas in the U.S. from Maine to those in Switzerland. In February 1050 he watched Andy Mead at Aspen. Colo. "She

didn't do as well as expected." says Ken-EDITOR KENNEDY nedy. "but the next year she was win-

ning all the big races in Europe and looked like a world heater." The same year, on a working vacation, Kennedy visited Switzerland and skied the Grindelwald slope where Andy was to compete in the Swiss championships. Back in New York, when he sat

down to write his cover story. Kennedy could draw on a firsthand memory of the breath-taking dive down the Grindelwald slalom course. Last month Kennedy's story on Andy Mead was reprinted in Best Sport Stories, 1953 (Dutton & Co.) as the best magazine sports story of the year.

Preparing for the Mantle story, Kennedy could rely on some other firsthand experiences. At Yankee Stadium last month he watched Outfielder Mantle in action through the longest nincinning baseball game in history (3 hours, 52 minutes). Kennedy's patience was finally rewarded when Mantle stepped up to the plate and stolidly clouted his sixth homer of the season.

James a. Lines



An exclusive Sun Valley fun feature! Skates can be rented and there's expert instruction available.

# SWIMMING

out-in-the open pools

The cool, crystal-clear water is always appealing to swimmers and sun bathers.

#### GOLF

The velvety course is plenty challenging to par shooters and not too tricky for beginners.

#### HORSEBACK RIDING

There's a never-ending succession of scenic mountain trails to delight the rider. Many "Valley" visitors try it for the first time.

#### FISHING

Talk about fishing, this is it! Rainbow, Eastern Brook, Cutthroat Trout, Salmon, Chinooks and Steelheads are ready and waiting.

FOR RESERVATIONS and complete information, ad Valley, Idaho, or Union Pacific Rail road, Room 1845, Omaha 2, Nebr., o

OWNED AND OPERATED BY UNION PACIFIC RAILROAD



THE AMERICAN ROAD ALLES

# The Revolution that started in a shed at night

Steam was really his first love, That was how he happened to set fire to the school-

For Henry Ford was passionately curious. Exactly how did steam make wheels go around? In a boyhood experiment he made a steam boiler from an old tengallon lard can, and fired up under it. No one was in school to hear the explosion and the fence was soon repaired. His next experiment was in the village sawmill: how did the valve work? He caught his arm in a cylinder, and was two hours how the valve worked. First he tried to make a farm local

tive, and then a steam road carriage. Then one day in 1891 he saw a little gasoline engine pumping soda water into pop-bottles. That night he told Mrs. Ford: "Clara. I want to build a gas engine that

Two years later he was still at work, in a little shed behind his Bagley Avenue house. A friendly neighbor moved out his coalpile to give Henry more room. Clara watched, and darned socks.

He got four bicycle wheels. He made two cylinders from a steam engine's exhaust pipe. He put on a tiller, so it steered like a boat. He put a bicyclesaddle on top of the three-gallon fuel tank (the buggy seat came later when he

On a wet dark May morning in 1896, at 2 a.m., he was ready. Then he couldn't get the car out of the shed. He seized an are and knocked out enough bricks to

make the first garage-door. He trundled the car into the alley while Clara watched under an umbrella. The little car ran-clear around the block. One of the two cylinders went deadbut still the car ran. That first Ford is still running, and so are many of its 36 000.000 descendants. The revolution of those wheels started

one of the great revolutions in history. A dream had come true-transportation for everyone. The first Ford helped build the American Road. The American Road is more than a

stone river of rushing traffic. It symbolizes the power of our way of life, endlessly serving all mankind. The Ford Motor Company, celebrating its Fiftieth Anniversary this year, is pledged to the ideals of the American Road.



Ford Motor Company

FORD . LINCOLN . MERCURY CARS . FURD TRUCKS AND TRACTORS

# TIME

Entron-in-Chilly Henry R. Luce
Partiorn Roy E. Laren
November Henry Roy E. Laren
November Honorous John Shaw Billings

#### INDEX Coronation Color...59

Cover Story . . . 64 News in Pictures . . . 26

Art ... 72 Medicine ... 83
Books ... 110 Milestones ... 99
Business ... 90 Miscellany ... 118
Clinema ... 104 National Affairs 19
Education ... 50 People ... 46
Foreign News ... 30
Press ... ... 63
Hemisphere ... 43 Radio & TV ... 58

Letters ...... 6 Science .....100
Sport ........64
MANAGING EDITOR

Religion ......75

ASSISTANT MANAGING EDITOR

Otto Fuerbringer

International...28

Robert W. Boyd Jr. Edward O. Cerl, Thomas Griffi Heary Anatole Granwald, Hillis Mills, John Osbor Content Peckham, Joseph Purtell, John Tibby, Jo Walker, Miss Ways

ASSOCIATE ENTONS

I houghas Auchincians, Louis Banks, Bruce Barton, I Gilbert Cant, Edwin Copps, Alexander Kliot, Fra Giberty, Max Gamen, Frederick Grain, Roger S. Hawle Giberty, Max Gamen, Frederick Grain, Roger S. Hawle

CONTRIBUTING FORMS

(CONTRIBUTING FORMS)

Hatriet Hachman, Jewe L. Birobaum, Godfrey Blunder

William Blowen, half Burton, Robert C. Christophe

Hafriet Bachman, Jené L. nontolini, Goorey Iriusan Wilkiam Bowen, Earl Burton, Robert C. Christoph Channy Clark, Richard M. Chriman, B. C. Christoph George Danisa, Danier Cabborn Elliott, William Fort Federack Tranklin, Manon Gasdin, Earl Goodman, Edi Grintinto, Alan Hall, Sam Halper, Catter Harman, Hall T. Hattiburn, Alvin M. Josenby, Hr. Theodore k. Kale Daniglio S. Kennedy, Soos Lee, Byron D. Mark, Pe

ART DIRECTOR

EDITORIAL RESEARCHERS

Statesy Raeger, Liefen South Benniel, Decembers Bennier Perster Bushner, Sanzy McD. Change, Clark B. Carlo Perster Bushner, Sanzy McD. Change, Clark B. Carlo Berker, Anne Dirkes, Keithern Donasbur, Jones J. Lieter C. L. Lander, March C. L. Lander, J. Lie, and J. L. Lander, M. L. Lander, J. Ling, J. Lieger, C. L. Lander, March K. Linder, P. Ling, Granier M. L. Lander, March K. Linder, P. Ling, Gramary M. L. Lander, March K. Linder, M. Lander, M. L. Lander, M. Lander, M. L. Lander, M. Lander, M. L. Lander, M. Land

FOREIGN NEWS SERVICE

Manifred, Guilland, Globel of Correspondents), John Bowle, Corper Cattornia, Charlo Applegants, Tomorous, Andrei Laurette, Green Leiter, Green

James A. Linen

ADVERTISING DIRECTOR

II. II. S. Phillips II.

Access with the second second

Want your vacation saity? Sporty? It's down East at The Algonquin, St. Andrews-by-the-Sea. New

Brunswick...2 seaside golf courses, swimming, sailing, tennis. Or across Bay of Fundy waits The Digby Pines at Digby, Nova Scotia—heaps of family fun! Either way, your comfort's in the good care of Canadian Pacific.

# CANADA in armchair ease



Like "another world" city? See friendly Old Québec. Ride in a calèche. Shop winding streets. Visit Ste. Anne de Beaupré or Isle d'Orléans! Relax gayly at Canadian Pacific's great Château Frontenac!

All the talk's about Canada—land of vacations unlimited' See it from the Atlantic to the Pacific—by Canadian Pacific train with picture-window views. Enjoy real hospitality at Canadian Pacific hotels from coast to coast.



See the skystraper Canadian Rockles—by Canadian Pacific Diesel train. Stop over at Banff and Lake Louise, the area for thrilling budget vacations. In breeze-swept Victoria, British Columbia—stay at the famous Empress Hotel. Revel in the roses, sightseeing, shopping, swimming, goff.



Ask your own agent about fast Empress airliners to the Far East, New Zealand and Australia...cruise by "Princess" to Alaska.

Canadian Vacific

TIME, JUNE 15, 1953



# An apple for the teacher!

#### How television helps your child to know and grow

Television has been aptly called an extension of human sight. It broadens the horizons of every viewer-young and old, and for that reason alone merits the title "teacher."

But when you see television in its deliberate role of educating the youth of America-with specific programs aimed at every age level-you will understand why leading educators predict that today's generation of children will be the most intelligent and best informed of all.

Start with a tiny-tot program like Ding Dong School (10 a.m., EDT, weekdays, NBC).

You'll agree with The New York Times: "It imbues in the youngster a sense of friendliness, confidence and faith that is truly magical."

TV takes you right up the "grades"all the way to informative programs like Youth Wants to Know, American Forum of the Air, and Today at the UN.

And then, of course, there are the great and historical events broadcast by TV as well as by radio: political conventions, the inauguration of a President, the coronation of a Queen.

Today, thousands of schoolrooms are TV-equipped for reception of programs of educational interest. And by means of closed-circuit TV, classrooms can be visually unified for lectures and demonstrations, making television a lecture hall of wide proportions and a vital new tool in teaching.

Just as NBC-a service of RCApioneers programs that teach your child to know and grow, so one of the great objectives of RCA is to make television the most effective instrument of education ever known.



# RADIO CORPORATION OF AMERICA

World leader in radio - first in television

# NATIONAL AFFAIRS

# THE NATION Truce, with Misgivings

A truce in Korea seemed to be at hand and, for an end to the bloodletting, the U.S. would be grateful. But, as the negotiators at Panmunjom signed an agreement on the exchange of prisoners and prepared to issue a cease-fire order (see INTERNATIONAL), there was little U.S. elation. Presidential Aide Sherman Adams, delivering a commencement address at St. Lawrence University, struck a note of sober warning, "At the moment of a Korean truce." he said, "we shall be in danger. There will be nothing in the terms of such a truce which will give any permanent relief from the ominous threat which confronts the free world."

contronts the free world."

The Big Pressures, Misgivings about
the Korean truce had dogged U.S. policymakers ever since last March 30, when
Red China's Chou En-lai, just back from
Moscow, modified the Communis stand
on forced prisoner repatriation and
prompted reopening of the Pannunjon
talks. Where the U.S. hesitated, lest basic
principles he betrayed, its allies, led by

Britain and India, urged it on.
On his trip last month to the Middle
East and South Asis. Secretary of State
Toster Dulles was saturated to find that
Toster Dulles was saturated to find that
was convinced that the U.S. really did not
want a true. Dulles persuaded Nebru
that the U.S. was sincere in its insistence
on "honorable" terms. Nebru relayed his
own channed opinion of U.S. intentions to
Petking. From that point on, the negotiterms. The prisoner agreement as finally
signed was, in essence. Nebrus plan.

The Big Break, News of the decisive break at Panmunjom clacked onto a Pentagon teletype machine in the small hours of Thursday morning, By o a.m. the official report from Tokyo had been sped by courier across the Potomac to State's Office of Far Eastern Affairs, There, Assistant Secretary of State Walter Robertson studied the message, then hurried word up two floors above to Secretary Dulles, who relayed the word to the White House. Before the day was out, a wave of truce optimism spread from Washington to U.N. headquarters, and on to the capitals of the West. But in the South Korean capital at Seoul, closest to the front and most concerned with the goal of a free Korea, there was no optimism: President Syngman Rhee cried that the truce terms were a betrayal of his government's hope

for the land's unity and security. Rhee's stand, a last-ditch menace to an armistice, was grave enough to warrant Dwight Eisenhower's intervention (see Col. 3). For the U.S., it became the first tough problem rising from the truce deal. Others as dangerous lay ahead. The truce



EISENHOWER & RHEE (KUREA, 1952)
The moment had come.

left the whole issue of Chinese Communist aggression unsettled. The Chinese Reds not only were relieved of military pressure, but they were enormously more powerful in Asia, by reason of being encamped in North Korea. Until the Red troops vacate, a unified Korea has about as much chance as a unified Germany with the Red army occupying East Germany.

the Ked army occupying East Germany. Yet Esenshwer doubtless will be dence of Soviet good faith in clearing the way for Four Power talks. In the Far Eastern political conference to be called after the armistice is signed. Red China defer the armistice is signed. Red China for the contractive is signed. Red China for the contractive is signed. Red China that Chinag Kasishek's Nationalist government now holds. To this, the U.S., as its President and Congress have made care, is resolutely opposed. But: continuing to resist what its lingest allies call an interest and the contractive of the contract

#### THE PRESIDENCY

#### The Letter

To Deight Eisenhower's desk, a few days before the decisive break at Pandrage powerful elever from Korear at Presidence powerful elever from Korear at Presidence and the strength of the first the following the first the first control of the

Kine's stand, discounted at first, soon threatened to become the major obstacle to an armistice. Eisenhower, summoned Secretary Dulles Army Chief of Staff J. Lawton Collins and Assistant Defense Secretary Fank C. Nash into an emergency session at the White House. A reply to Rhew was worked out, O Sunday, as a considerable of the Nash Collins and Collin

Clear Commitment. The latter was one of the most momentous communications ever penned by a U.S. President. It was a velvet-slowed rejection of Rhee's threat to keep fishting. It was also a catalog of benefits which would accrue to Rhee if he agreed to armistice. But over all, it was a clear U.S. commitment, Congress willing, to stand by humanitarian and political principles in Korea.

"The U.S. has stood with you, and with you we have fought for ... human freedom and political liberty." wrote Eisendom and political liberty." wrote Eisendom hower. "But I there cannot be independence with interdependence, and there cannot be human liberty except as men ecognize that they are bound together

by ties of common destiny.

"The moment has now come when we must decide whether to carry on by war-fare a struggle for the unification of Korea of the control of the cont

Political Union. Eisenhower noted that the ROK government, in alliance with the U.N., had not only denied the Communists "the fruits of aggression."



BRITAIN'S JEBB
A word for Red China.

but was actually in possession of more territory than it held when the war began. He assured Rhee: "The unification of Korea is an end to which the U.S. is committed." Then, in words that took in other Koreas, i.e., divided Germany and Austria, he added: "We remain determined to play our part in achieving the political union of all countries so divided ... But the U.S. would not rempley war as an instrument, which we have the contribution of the countries to which we are deficiented and which we believe to be just."

In return for Rhee's acceptance of the armistice, Eisenhower promised:

¶ A U.S. policy which will make unification of Korea the "central objective" in the U.N. and in the international political conference that will follow the signing of a true.

¶ A mutual-defense treaty between the U.S. and the Republic of Korea. Eisenhower cautioned that the U.S. Senate must first approve any such treaty, added: The U.S. "investment of blood and treasure" in the Korean war is clear indication that the U.S. will not "cleate a repetition of unprovoked aggression."

¶ Economic aid to help in the rebuilding of Korea—again, Congress willing.

"The preamble of the Constitution of the U.S. states the goals of our people. which I believe are equally the goals of the brave people of Korea." Eisenhower concluded, "namely, to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty . . . With the conclusion of an armistice, the U.S. is prepared to join with the Republic of Korea to seek for Korea these ends . . . It is our desire to go forward in fellowship with the Republic of Korea. Even the thought of a separation at this critical hour would be a tragedy. We must remain united,"

#### FOREIGN RELATIONS Shadow of the Red Dragon

An urgent call from Washington brought Speaker Joe Martin flying down from Massachusetts in a hurry. Senator Styles Bridges, conducting the opening hearings of his investigation into Kaiser-Frazer's C-119 contract (see Business), left his gavel with Vermonter Ralph Flanders and rushed off to the White House. President Eisenhower received Martin, Bridges and seven other Republican House and Senate leaders in the Cabinet Room. He had called them together, he explained, to discuss a rider which the Senate Appropriations Committee had unexpectedly attached to the \$1.1 billion appropriation for the Departments of State, Justice and Commerce. The rider proclaimed that, if any aggressor government, i.e., Communist China, should be admitted to the United Nations, the U.S. would forthwith cut off all financial support for U.N.

Bad Precedent, Such a manifesto, the President explained, amounted to a U.S. threat to friends and foes alike in the U.N. Cutting off funds, moreover, would be tantamount to U.S. withdrawal from the world organization, a precipitate act which might destroy the U.S. Through the transmission of ex-officio veto power to hamstring the U.N. And, more immediately important, the timing of the resolution was bad, might easily do damage to the tense Korean

truce talks. In place of the rider. Eisenhower volunteered a personal pledge: his Administration would not only vote against the admission of Red China to the U.N., but would actively oppose its admission.\* That did the trick, Next day Senate leaders substituted a resolution virtually the same as one adopted by the Senate two years ago: "It is the sense of the Congress that the Communist Chinese government should not be admitted to membership in the United Nations as a representative of China." The resolution passed the Senate unanimously, endorsed by the whole sweep of senatorial persuasion, from Minnesota's Hubert Humphrey to Illinois

Everett Dirksen A Few Words. The President's pledge and the Senate's resolution, put the U.S. on record on the question of U.N. membership for Red China, But they did nothing to ease the tensions between the U.S. and its allies. Last week, in the wake of the President's congressional crisis. Britain's U.N. Delegate Sir Gladwyn Jebb took it upon himself to say a few words on the subject for the edification of the graduating class at Haverford College. Said Jebb: "It is surely not very logical to accept the presence in the U.N. of the Soviet Union, while refusing even to contemplate at any time the presence there . . . of the government, which does in

But leaving unclear whether the U.S., as a permanent member of the Security Council, would veto Red China's admission

fact, whether we like it or not, control the whole mainland of China."

Actually, a softer approach to Red Chiness membership in the U.N. has been indicated in the past by at least one member of the Eisenbower Administration. Wrote of the Eisenbower Administration. Wrote Protect "If the Communist government of China in fact proces its ability to govern China without serious domestic resistance. Then it too. Should be admitted to the United Nations. That, however, was written more than there years ago- the Counwar, Last week it was plain that the U.S. position was quite different.

#### One Man's Doubts (Cont'd)

Hobbling along on crutches, Bob Taft returned to Washington last week after a nine-day checkup for an ailing hip in a Cincinnati hospital. As he picked up the chores of Senate majority leader. Ohio's senior Senator also picked up where he had left off in his headline pronouncements on foreign policy to the National Conference of Christians & Jews last fortnight (TIME, June 8), Said Taft, in an explanatory public statement:"At no time did I use the words that the U.S. should go it alone in the Far East or anywhere else. I pointed out that our whole present policy was a policy of military alliance, building up nations willing to use their arms to fight the Communists if they are attacked. What I said was that we should forget the United Nations as far as the further conduct of the Korean war is concerned . .

But Taft was not retreating an inch from his belief that the U.N. should not



OHIO'S TAFT (LEAVING THE WHITE HOUSE)
A thought for the British.



AIRMAN VANDENBERG AT CONGRESSIONAL HEARING® Planes in storage are not a one on the runway.

as Wiles

be allowed to dominate U.S. foreign policy. "The United Nations." he said. "serves a very useful purpose as a town meeting of the world where disputes can be brought out in the open and peaceful means urged to prevent war, but it is an impossible weapon against forcible aggression." He cited the U.N.'s confused stand against Communist China. Though the U.N. has formally condemned the Chinese Reds as iggressors, and pledged itself to the goal of a unified free Korea, "on the [U.N.] committees concerned with the war are India and many other countries which say they are not on the side of the United Nations at all, but are neutral in the fight. How ridiculous . . ." Then Taft took his general thesis one step further 'If we are able to disentangle ourselves from the U.N., we already have treaties with Australia and New Zealand, with Japan and the Philippines, and a very definite understanding with the French in Indo-China. I think we should [also have a free hand to form a [military] alliance with the British | on | Far East ern affairs . . . but not one in which they

For a peculiar reason there were no outraged squassless of rebuttal at this persistent divergence from Eisenhouser announced proc./x. politicas. The British did not invite them into its Pacific alliances, and thought Taffix proposal was astep forward—for Taffix Two ranking as astep forward—for Taffix Two ranking and ministration foreign policy; leaders in the New Jersey's H. Alexander Smith, liked the idea too, and promptly said so. Almoust as: dutiful postseript, Wiley addto A. VIO. should be undertaken under the

possess any final veto against our policies.

U.N. charter.
Suddenly the "go it alone" man found
himself traveling, part way at least, in
good company.

#### DEFENSE

Sounding Board In the month since "Engine Charlie" Wilson's defense budget had been sent to Congress, the Eisenhower Administration had grown steadily more nervous over the violence of the opposition to the proposed S5 billion cut in Air Force appropriations. Major General "Jerry" Persons, the President's liaison man with Capitol Hill, had out in long hours trying to coax dissatisfied Congressmen back into line. Dwight Eisenhower himself had thrown the weight of his military prestige behind the airpower cut in a nationwide radio speech. Last week, fighting to stave off the possibility that Congress might decide to rewrite the budget, the Administration seized on the notion of using public hearings of a Senate Appropriations subcom-

Three weeks ago, at a White House bridge are. He led off by remarkine to Talbott 12 understand you're not supporting the budget. Shaken by the steely presidential eye and the famous and tune of the tresidential value of the transmission of tune of the tresidential value of the transmission of tune of the tresidential value of the transmission o

more planes than it could man, but the extra craft would be transferred to the Air National Guard and Air Reserve.

Gool Criticism. Talbott was followed in the witness chair by outgoing Air Force Chief of Staff Hoyt Vandenberg, the man principally responsible for the rise of air power to predominance in U.S. strategic planning. Vandenberg spent the better part of three days ticking oil criticisms of the Wilson budget in cool, unemotional tones.

Items.

¶ "As recently as March 1953, the Joint Chiefs of Staff stated to the Secretary of Defense that any reduction of the program of 1.3 wines... would increase the risk to national security beyond the dictates of national prudence.

¶ "Six months ago our program of expansion and modernization was progressing in an orderly manner, and there was no reason to doubt that we could attain ago modern wings before December 1985. Today, because of personnel and construction limitations, "even though we were to get the money, we couldn't get 143 wings until 1985."

¶ "This decision to purchase the combat nicraft for 143, wings in a program limited to 120 wings... leaves most of these airplanes without units, people or biases. Even the extra planes to be transferred to the Air National Guard would not be part of the ready. Air Force. "With the kind of warning we espect to get of a Soviet wings must be ready, some of the crees wings must be ready, some of the crees in planes at the end of the runway....

High Tribute. Though he gave not an inch in his opposition to the Administration's plans for the Air Force. Airman

From left in a tow. As Lore tamera's C. B. See. A real best in O ver Picture in rear far left. Seer two I there.

Vandenberg maintained military correctness, and was especially careful to avoid a direct criticism of his commander in chiefthem Maine's Margaret Chaes Smith asked if he thought the Wilson budget adequate for national defense 'in view of the fact that President Eisenhower has given assurance publiely that it is. 'Vandenberg suggested that the of greation, Organization of the contraction of the contrac

This minor evasion left Mrs. Smith no less pleased with Vandenberg, Said she: "I compliment you on the courage and candor of your answers." And as the general finished his testimony. Alabama's Senator Lister Hill burst out in high tributte: "The most partiroitic action I have seen in my a years in Congress."

Flat Denial, This week Secretary Wilson got in his licks before the committee. Flatly denying Vandenberg's implication that present plans would leave the U.S. with a "second-best Air Force," Wilson gibed at "the narrow, restricted vision with which the 143-wing program is often advanced." The proposed defense budget, he said, would provide enough money to keep the U.S. strong "if the military will turn around and get at the job." The real trouble, he implied, lies in Air Force mismanagement and extravagance. Said Wilson: "I guess it's an old military trick when civilians push them a little to take something out that can't be spared."

Wilson and Talbott between them had presented the first reasonably coherent rationalization of the Air Force cuts which Congress had yet beard, and the odds were that the Administration would eventually push its defense hudget through. But it would be a long time before the U.S. would forget Hoyt Vandenberg's unqualified warning.

# THE CONGRESS

In the old bedfine story, the three Billy Goats Griff wanted to cross a bridge to a templing green pasture, but were stopped by the troil who lurked underneath. Last week Speaker Joe Martin and his congressional captains looked longing-by at the pasture labeled excess profits tax-catension, where a succulent Seloo million in revenues lies waiting. The President India insisted that Congress exceed attion for six months from his green consistency of the control of the

No Lobbying. Reed and most of his committeemen were adamantly opposed to EPT extension, even for the six months (to Jan. 1) asked by the President. Most U.S. taxpayers outside the unlimited expense-account belt were inclined to agree with Reed because EPT is a cumbersome, debilitating tax. Even the Administration's tax experts agreed that EPT should

troll named Dan Reed.

die-but not until next January (when it will be good politics to reduce income taxes along with the demise of EPT).

After considerable backstage wheedling, Dee Martin got Dan Reed to open hearings on EFT (TIME, June 1). But the hearings loss beek turned out to be Irrically one-sided. Treasury Secretic the merits of the extension, was forced to defend himself against charges of lobbying for the bill. He admitted that he and Under Secretary Marrion Folkom had spoken to officials of the Nation J. S. Chamber of Commerce (both have stuck to their standardist EFT extension). Neatly all the



CHAIRMAN REED
Trouble at the bridge.

witnesses summoned by the committee turned out to be against the extender: the respected Committee for Economic Development, pro-EPT extension, had its

No Amendment. Old Troll Reed was on guard at the byroads, too. Afraid that the Administration might try hitching a makeshift EPT rider to the Reciprocal Trade Agreements Extension bill, Dan simply bottled up the reciprocal trade bill in his committee. The committee, said Dan, was "too busy" to deal with the billuntil the White House and congressional leaders gave their word that they would permit no such trick amendment. Dan won, "At my request," he announced last week. "I have now received airtight assurances from the White House, from the Senate and House leadership, that they will oppose any attempt . . . to amend trade agreements legislation with an extension of the discriminatory and unfair excess profits tax." Then he found he was not too busy after all to call a committee meeting on the trade bill.

This week Joe Martin called a meeting of top Republicans to consider means of

getting past Dan Reed. Dan offered one possible compromise: extend EPT just three months, to Oct. 1. and then cut EPT and personal income taxes together (three months ahead of Administration schedule). The Administration cocked an anxious ear because it looked more and more as if there were no prospect of getting all the way across Reed's bridge.

# THE ADMINISTRATION Half Hour in the Living Room

At one minute before 9:30. CBS Producer Bill Wood took a last look at the tableau about to be flashed, through the facilities of the four major networks, to TV screens across the nation. The glare of twelve big lights, ranging from 750-watt "spots" to 1,000-watt "broads," beat brightly down on President Eisenhower, sitting behind a small desk, with his face and bald head aglow with pancake makeup. His big "cue cards," which had been brought in only after news photographers had been shooed out of the room, were ready before him. On his right sat Attorney General Herbert Brownell, on his left, Agriculture Secretary Ezra Benson, Treasury Secretary George Humphrey and Welfare Secretary Oveta Culp Hobby. All but Humphrey, who wore a white shirt, were arrayed in shades of "television blue.

"Broducer Wood rook a step forward on the cable-cluttered floor. Now look," he said reassuringly. "you people have a definite amount of charm. Let it come out." The President leaned back in his chair. Chuckled and chapped his hands together. Then the presidential image. The companies of the companies of the comcountry of the companies of the companies when the companies of the comcountry of the companies of the comton of the companies of the companies of the comton of the companies of the companies of the comton of the companies of the companies of the comton of the companies of the companies of the comton of the companies of the companies of the comton of the companies of the companies of the companies of the comton of the companies of the companies of the companies of the comton of the companies of the companies

show was on.

Painful Preporation. The program had been in the making for a long time. Actual preparations had begun in May, when the President agreed with his advisers that elections, effectively and informally used, might be the best way of reaches people. To get the project of the projec

All participants except the President, who ad-libbed from his cards, had to memorize their lines. All five reported twice for full-length releasands, which were carefully timed and shown for critical view on TV monitoring sets. On the final production, the four Cabinet members (whom Ike addressed variously as "Heris" "George." "Mr. Berson" and "July on their house for congressional action. The President spake briefly and reassuringly on the U.S. course in world affairs: "There is going to be no not set of a general war."

Perfect Projection. The show came to its conclusion exactly on time. As a television performance, it had come off rematably well; it was smooth, well paced and almost completely free of the little distractions which often mar nonprofessional appearances. But its real significance by deeper; the, articulate and perfectly at case, it publical communication from the White House to the U.S. The show provided a perfect projection of his friendliness, warmth and underlying firm-ses. Within the hour politics were pre-foreign the properties of the properties of

As the red lights on the cameras went out, the President leaned back in his chair again, threw both arms up and back, and emitted a pleased and relieved "Whew!"

#### JUSTICE

#### For Contempt

Influence Peddler Huny ("The Dutchman" Grunewald finally came up for sentencing, "Washington last week for sentencing," Washington last week for properties of the questioning of congressional investigators (Trux, Part) 27). Federal Judge Alexander Holtzoff, in a surprising saide, noted that Grunewald had been in contempt of Congress partly because of bad legal advice, fined him \$1,000, added a 90-day jail term, suspended it, and then put him on probation for a year.

#### Bell Tolls

In two U.S. courtrooms, the bell of justice tolled for Communism:

"Q In New York, Federal Judge Sylvester Kyan gave a five-year prison sentence to lanky William Perl (TDME, June 1), 34year-0d jet-propulsion expert and onetime classmate (Manhattan's City College Iof Atom Spies Julius Rossenberg and Morton Sobell, 1st Ryan, that Perl had deliberately lied when he told a federal grand jury that he did not know Rosenberg or Sobell.

Q in Washington, Judge Holltoff sentenced Kurt Ponner to five to 1x years in proceed to the proper to five to 1x years in proceed to the proper to 1x years in the Russians. The two Austrian-horn extended to the Russians. The two Austrian-horn extended proceeding the Russians of the Rus

#### INVESTIGATIONS A Call for State

A Call for 345te
Jos McCarthy picked up the trail of
Frank Coe just before election last fall, in
his lig Chicaco Plamet House speech, the
Wisconsin Sensitor listed Coe as a prime
example of solution state of the common sensitor listed
Sizonos secretary of the International
Monetary Fund, Coe had been identified
before congressional investigators as a Red
agent. The State Department had even
refused him a passport. But not until Mc
Carthy space did the Truman Administra-

tion demand Coe's dismissal from his sensitive post. And not until Coe himself refused to say whether he was a Communist spy, in testimony before the McCarran committee, did the IMF finally force him to resign (TME, Dec. 15).

Last week McCarthy was in full bay again on Coe's trial. A new secret had been picked up by the Senate investigations subcommittee chaired by McCarthy. It led back to postwar Austria, where the IMF had appearently sided with the Communitus in trying to subcommittee hinted that Coe may have been responsible, the former IMF official broke up a trip Mexico (no pasport required), flew back



Economist Coe
Trouble at the border.

to Washington for an indignant appearance before McCarthy. High point of the televised hearing:

McCarthy: Did you contact any member of the Russian secret police on your recent trip to Mexico?

Coe: So far as I know, no one I saw on that recent trip was such a member.

McCarthy: Were some of the people whom you contacted members of the

Communist Party in Mexico?

Coe: I decline on grounds of the Fifth
Amendment to answer that question.

McCarthy (addressing the spectators): Is the representative of the State Department here? [He was, I] suggest you tell [State] the borders should definitely be closed to this extremely dangerous individual. I know they don't want anyone running around the world who's re-

fused to answer the questions he has.

Coe (shouting). Further persecution. I am not an espionage agent.

I was looking for a job. You would
prefer apparently, that I remain here unemployed and that the Government feed

This week the subcommittee summoned

Coe for more questions. McCarthy asked whether, on Coe's trip to Mexico, he "discussed the shipment of arms into Central America by the Communists." Oea gain declined to answer. Then, while Coe shouted "Outrageous!" McCarthy announced that the State Department had alerted U.S. border agents to keep Coe from leaving the country.

# Stunner for the British For three weeks, Joe McCarthy, the State Department and the British govern-

ment have been engaged in a tortuous, three-cornered wrangle over the number of British ships engaged in trade with Red China. The trouble really began when a witness before McCarthy's Permanent Subcommittee on Investigations testified that 100 British ships had called at Commonths of 1553. But a called at Commonths of 1553, but on Service indignantly that British ships had made only 19 trips to China during the period in question, and 16 of the 97 were made by one ship had 16 of the 97 were made by one ship

sailing in ballast out of Hong Kong. Last week, acting as subcommittee chairman in the absence of McCarthy, South Dakota's Senator Karl Mundt sprang a stunner on the British. Information "confirmed by the Defense Departhe announced, showed that between Dec. 29, 1952 and April 20, 1953 exactly 100 British vessels made 177 trips to Red China. To prove his point, Mundt produced the names of 96 of the British ships as well as those of 62 additional ships which had put into Chinese ports flying the flags of twelve other non-Communist nations. Said Mundt: "We have a right to expect from our friends and allies press statements which are com-

#### LABOR

#### Direct Action

For 26 hours last week, summer heat and the instinct for direct action, which is inherent in the female mind, raised the very old Ned with telephone service in Gulfport (pop. 22,659), Miss. When the temperature in the telephone company's big switchboard room got to 92°, the 69 young ladies on duty all got up and indignantly walked out. B. D. Northcutt, president of the local telephone union, who is negotiating with the company for air conditioning, hurried over and asked them to go back to work. They told him, in effect, to go jump in the river, and to tell the company to do so, too. So did 46 off-duty operators. The girls wanted action. At first it was hard to tell just what

At first it was hard to tell just what kind of action would do, and since Guifport has no automatic telephones and service had sageed to almost nothing, something had to be done. The girls solved the problem. The thing to do, they decided was to make the company let them

6 Greece, Norway Denmark, Finland, Sweden, France, Italy, Japan, Holland, Pakistan, Panama, India. wear shorts at work. The company agreed and promised, furthermore, to lug 1.600 lbs, of ice into the room daily to cool the place. The girls went contentedly back to work. Next day, after all was said and done, only six of them wore shorts.

#### THE ATOM

Biggest Yet

A U.S. Air Force B-16 droned through the sky 1,500 cft, above Vucca Flat, New, just before dawn one morning last week, and slowly opened its harm-sized homb-bay doors. Forty-two seconds later, at 4:15 a.m., the desert below exploded into noonday brilliance. For five miles around, acres of Joshus trees, catcus and sage-brush burst into flame. A sturdy frame house ten miles from the explosion collapsed. In Sun Flass from the explosion collapsed. In Sun Flass with the incondescent flash; in Prasidena. 250 miles southwest, they heard the explosion as a rumble in the distance.

The first of the day's two great demonstrations of atomic progress (the second: announcement of a breeder reactor—see SCHEXCE), the explosion at Vucca Flat was caused by the most powerful A-bromb very set of in reaction—see the control of T.N.T., the bomb produced an initial flash of unsual length former than five second(s), which suggested that U.S. scientists had either changed the fissionable materials used or had discovered a new and pounds by more efficient method of determinent

In ludget testinony released last week, Atomic Barrey Commission Chairman Gordon Dean disclosed that the Savannah (Force, S.C.) plant for large-scale production of H-bumb materials had begun jartial operations. Afreedy making atomic weapons so fast that it is running out of Storage space: the A.E.C. plans to up production of both weapons and fissionable materials more than 25% in fixed 1954.

#### PRISONS

#### Good Samaritan

At a o'dock one morning hast week, two Texas state history partoleme spotted a flashy new green Mercury hardton convertible harreling into the shadowed outskirts of Houston with a "suspicious" young man at the wheel. They pulled him the car. A blonde girl of 15 was sitting heside him. The driver, one Alton Franks, to, explained that the girl was his wife. The cops grauted noncommittally and asked for his driver's idense. He had most the hack seat. They hauled Franks, his

The cops quickly decided that their suspicions had been justified: Franks had been out of the Huntsville State Prison less than three weeks, after serving 17 months for car theft. Where did he get the green hardtop? Bought it, said Franks, with ill-concelled, sassy satisfaction. Then

he proved it: he not only had a legitimate bill of sale but deposit slips showing that he had \$13,000 in a Houston bank. Where did he get the money? It was, he said

happily, a gift.

The lale grew even more incredible as be told it: a rich old rancher named Jimmy C. Henderson, who is doing so garan for shouting his commonlaw wife, given the hoy a total of \$10,000 to "help him go straight". Checking proved that the whole story was good as gold, and that Franks had already dribbled away about more a big ready dribbled away about more; a big red & white teddy bear for his inthis-grade bride.

Back at the prison, Henderson, a man who owns 23,000 acres of Texas cattle and oil land and believes himself worth approximately half a million dollars, clung

PHILANTIROPIST HENDERSON
As good as gold.

stubbornly to his old theory that young

Franks was made of worthwhile stuff.
"Out of the thousands of men I've met
in my years of confinement, he's the only
one I had, and still have, confidence in.
I'll hack him up one hundred percent
Was it rue that he had given Stococo to
another convict last year? Henderson and
titted that he had. "I don't lead
titted that he had." Homely of the
heard from him." But Franks, he was cerheard from him." But Franks, he was certen, was different. "He was like my own
son. I've squanders it away, well . . . ié?
si money, But I still have faith in him."

#### ARMED FORCES

Falling Records

Colonel Michael McCoy, who commands the only combat-ready all-jet bomber wing in the U.S. Air Force, flew one of his sleek, swept-wing B-47s from the U.S. to Britian lisat April in a record 5 hr. 38 min. Last week, when his 366th Medium Bombardment Wing, battle-load-ed with dummy atom bombs, set out for a 90-day tour in England. Colonel McCoy

bent no throttles. Leading the first formation of 15 planes from Limestone, Maine to Fairford. Gloucestershire, the colonel took 5 hr. 53 min. to make the crossing.

Next day the pilots of the 306th began to show the colonel up. Of the 15 planes in the second echelon, one made the crossing in 5 hr. 37 min., and two more did it in 5 hr. 36 min., both shaving McCoy's roared into Fairford on the third day, did hetter still. One plane made the run in 5 hr. 30 min., another in 5 hr. 20 min. In the last of the wing's 45 planes came one of McCoy's squadron commanders. Lieut. Colonel Benny Klose, who shared the flying and navigating chores with his deputy, Lieut, Colonel Lawrence Grant, and the plane's regular pilot. Captain James B. Carter. Their average speed: 575 m.p.h. Their time: 5 hr. 22 min.

#### RIVERS

Dry & High

To Tin Pan Alley, the Rio Grande is a sparkling, star-filled stream that incites cowboys and senoritas to romance. Normally, the river is a chocolate-colored ditch. treacherous with potholes where many an unwary wetback has drowned. It swirls between banks of cactus and mesquite down 1.800 miles of rich, irrigated farmland to the Gulf of Mexico, Last week most of the lower Rio Grande, from Laredo (pop. 51.910) to its mouth at the southernmost tip of Texas, was a dry arroyo; at Laredo, the river ran dry for the first time since the International Water Commission began keeping records 52 years ago. Goats pattered across the stony hed to the Mexican side; Mexican police fired warning shots to head off straggling cattle which tried to cross to the U.S.

The Rio Grande's basic trouble is a prolonged, three-year drought along its vast watershed, on the east side of the Rockies. Lower calley residents amable to do much been as the state of the resident standies and stream dams and irrigation pumpers. Downstream pumping for irrigation has been rationed for 15 months; the crops, inclinded of 070000 Teams and Mexitical to the resident state of the control of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident state of the resident state of the state of the resident sta

In Montana, the rising Missouri River and its tributaries, oozed through levees, inundated 16 towns, caused \$4,000,000 damages, forced 3,000 inhabitants to run for the hills. As the crest, nutrured by more than a week of rain, flowed southeastward, apprehensive citizens prepared for the worst.

A new outbreak of foot-and-mouth disease last fortuight forced the U.S. to restore the ban on Mexican cattle.

#### NEVADA

#### Mr. Big

Until the last controversy-lighted weeks. not one in 20 inhabitants of Nevada had ever heard of their state's self-made. baronial-minded Mr. Big. a go-getting New Englander named Norman Biltz. A Norman Biltz, it is true, was known along the Humboldt River as a big buyer of ranches. A fellow of the same name was remembered as a big real-estate operator around Lake Tahoe. A good many people in Reno were familiar with a Biltz tooa stocky, blue-eyed fellow with iron-grey hair, a Hollywood jacket and Humphrey Bogart gestures who didn't seem to have anything better to do than hang around the Riverside Hotel. But since Biltz doesn't like his name in the paper (and seldom has to see it there), few connected all the Biltzes into one fabulous whole.

Even last week when Tyro Politico Tom Meching cried over the radio that Biltz gouged him in the clinches in his sussuccessful Sente race with Republican George ("Molly") Malone. a good many Nevadans just didn't quite follow him. When Meching charged that Biltz was a sinster political boss, who held the state in a "Gestapo-like erip" and stilled the state's press, most were just Habbergusted. Nevadas seems like never the political boss would enter the bossing business.

Garden on the Moon. The greater part of Newada (sixth largest statin in the Union) is as bleast. The Referent Gas the extract on the State of the Reference of of

Because he collects ranches much as other rich men collect securities or old masters, Norman Biltz is one of Newdas's biggest land owners. He has 4,000 acres in the fertile Humboldt River country and federal grazing rights on a million acres more. He owns 11,000 subsidiary acres in California. His 1,000 cattle make him one of the state's biggest stockmen. His SaB-1B, Quiller-Biltz and Schmen. However, which was the state of the state's biggest crop state of the state o

His political grip is neither Gestapolike nor especially sinister, but he quietly exercises a kind of all-embracing, behindthe-scenes influence which has largely vanished from more complicated areas of the country. Though Biltz is a Republican, crusty old Democratic Senator Forlarian almost daily by long-disance telephone. Nevada's bumbling G.O.P. Senator Malone is beholden to him. And Biltz hand-picked Nevada's Governor Charles Russell. As a result. Nevada's big gamblers



NORMAN BILTZ He caught the tumbleweed.

(who are also big campaign contributors) listen when Biltz whispers, for the governor appoints the tax commission, and the tax commission licenses the gamblers. The legislature meets infrequently and seldom disaupoints Biltz.

Norman Biltz, born a poor boy in Bridgeport. Com. in 1902, for a while seemed destined to run in the jostling and content destined to run in the jostling and content to the property of the property of the protoper of the property of the property of supern a strikebreaker, a manufacturer's agent and a bond saleman, he switched to with a grandione scheme, later carried out at a profit of almost half a million dollars, to peddle practically the whole castern shore of Lake Taboe. Nevada, at the mower almost all in the hands of the lanks, were almost all in the hands of the lanks,



the cattle market had collapsed, and business was in depression. Biltz gazed on the state and its one-horse political system and saw opportunity.

Transplorted Millionaires. He knew just what to do. He went to the legislature, and after long months of lobbying, talked it into prohibiting both inheritance and income taxes in Newada. Then, well armed with the names and itionyncrasiles of wealthy prospects, he set out to sell bankrupt ranches as tar havens, and was soon transplanting millionaires to Newada's soil—e.g., him; Crosby, Mar Heischleid and the set of the property of the property

Nevada not back on the high road to prosperity. So did Biltz, and with the formation of the Biltz-McCarran axis, he became the state's dominant political force too. As such, he is seldom challenged. For one thing, the state of the bilts and the process of the property of the process of the

Triumph for Right, Real enemies of the axis get clouted. In the past, an editor who criticized too heavily could expect to find advertising from Nevada gamblers mysteriously vanishing from his paper. But even such heretics are forgiven and rewarded if they mend their ways. Recalcitrant Editor M. M. Zenoff of Boulder City was given a fancy public-relations iob after he saw the light, and recalcitrant Politico Denver Dickerson, through Pat McCarran, got a job in State Department public relations in exotic Rangoon. Dickerson may yet be brought home to be groomed as the Biltz-McCarran candidate for governor next year.

Nevada has new citizens from other states who do not seem to understand that Biltz knows what is best for them all, noe of the noisiset is ex-New Yorker Hank Greenspun, publisher of the Las Vegas Sam. When gambling and skappeared from Greenspun's paper, he sued both rost of the state of the

Las Vegas and Reno.

As much as anything else, Mechling personifies change in Nevada, and it is change with Norman Biltz resents most of all. "Mechling is just bad inside." says believe the criticage the state and the genement and all the father than the criticage the state and the greenment and all the Biltz. "He wants to knowled down everything. He criticage the state and the greenment and all the Biltz Biltz believes that the state is the state in the state." It is all the state." It is state." It is state." It is state. "It is state." It is state." It is state. "It is state." It is state." It is state. "It is state." It is state." It is state." It is state." It is state. "It is state." It is state." It is state." It is state. "It is state." It is state." It is state. "It is state." It is state." It is state. "It is state." It is state." It is state. "It is state." It is state." It is state. "It is state." It







NEW PITCHER: President Eisenhower, looking grim, hurls first ball in the sixth annual congressional game between Republicans

and Democrats in Washington. Said Ike: "I'm going to throw a knuckler." Score of five-inning game: Democrats 3, Republicans 2.



BIGGEST A-BOMB ever exploded in U.S. produces flash reported seen from Canadian to Mexican border after pre-dawn drop from



B-36 at Nevada testing ground. Fireball (left) from bomb, twice Hiroshima-size, churned 40 seconds before rising in cloud (right).



OLD PRO: Former President Harry S. Truman, who opened big-league baseball season in Wash-ington for seven years, keeps in trim with long windup, left-handed toss to start off semi-pro Heart of America League at Grandview, Mo.



## INTERNATIONAL

#### BATTLE OF KOREA End in Sight

After three years of fighting and two years of intermittent haudine, the Korean war neared its end, only a few thousand yards from where it had begun. There was no victory. At a staggering cost in life fincluding 2-4000 Americans killed 3 and property, the United Nations had upheld a principle; aggression had been repulsed. Another principle, unification of a divided country, would have to wait.

In the bodilie wood-and-matting conference house a Bramminjon, Lieu, General William K. Hurrighon, Lieu, General William K. Hurrighon, Lieu, Genlor an agreement on the exchange of prislet on a greement on the exchange of prisoners of war. The Communist gave in on voluntary repatriation, the single issue that for 17 months had stood in the way of an armistice. Here is how the P.W. plan will work:

Five neutral nations, Sweden, Switzerland, Poland, Czechoslovakia and India, will take custody. in Korea, of the 46,380 North Korean and Chinese prisoners who say they do not want to return to their homes. Only Indian troops, armed with side arms, will stand guard.

2) For 90 days, not more than seven Communist representatives for each 1.000 prisoners will "explain to all the prisoners of war . . their rights and . . inform them of any matters relating to their return to their homelands, particularly of their full freedom to return home to lead a peaceful life." The Communist agents.

LIEUT. GENERAL HARRISON Unification postponed.

will be allowed radio communication with their headquarters, but the neutral commissioners and U.N. observers will be permitted to keep an eye on all the "explaining" sessions.

3) Any prisoner who decides to return home may apply to the neutral commission for repatriation. But before he goes, a majority vote of the commission must approve his application. Possible grounds for disapproval: the belief that the prisoner has been coerced into changing his setuts.

4) After 90 days, the political "peace conference" which will follow the armistice "shall endeavor to settle" the question of the P.W.s who have not applied for regatriation.

3. The crux of the matter. If the conference fails to settle the question in 30 days, "any prisoners of war who have not days," any prisoners of war who have not exercised their right to be repatiated... shall be changed from the P.W. status to civilian status by declaration of the neutral nations repatriation commission." Thereafter, those who choose to go to Thereafter, those who choose to go to the control of the property of the conneutral nations repatriation commission."

The Reds had also agreed to the principle that "no force or threat of force shall be used against the prisoners of war to prevent or effect their repatriation." If the neutral nations do their job well (and it is up to them to do it: the U.N. Command will no longer have any power or responsibility in the matter), reluctant prisoners will be able to sweat out four to six months of further imprisonment. resist the blandishments (or implied threats) of their Red compatriots, and then be free men. Though the Communists might deny forever that they had accepted the principle of voluntary repatriation, the simple truth was that they had.

Now remained the redefinition of the cases-fire line. The U.N. has recently lost more ground than it gained in the months since the line was first date. It months that the line was first date. It move that the line was first date. It was more than half a mile. Rencotialing the line appeared to be a simple task, But U.S. Gilicers in Korea were already looking forebodingly to the appulling problems of proposed and enforcing the truce ar-

#### "A Bad Page of History"

The closer an armistice came, the more indignant the South Korean sovernment became. Bitter old Syngman Rhee sat in this presidential manakon in Seoul abruph this presidential manakon in Seoul abruph this presidential manakon in Seoul abruph this metalential seoul abruph the seoul abruph the seoul abruph the seoul abruph the seoul that the would go along a seoul abruph the seoul that the would go along with the U.S. hen reversed himself. "We cannot accept any armistice so long as the Chinese remain in Korea—make no missioned the seoul abruph th

He had left himself room to maneuver, and maneuver he did. His subordinates did the most extreme talking. All week long, generals, cabinet ministers and assemblymen heaped abuse on the U.S. and the pending armistice agreement, talked of resisting the neutral truce commission, hinted that they would have to guard Americans against public outbursts. threatened to fight on alone. They spoke with the eloquence of despair. Said Major General Choi Duk Shin. ROK delegate who has been boycotting the Panmunjom talks: "The foreigners, you, who came in here, are going to destroy us . . . The peo-ple will say; perhaps we would have been better off with the Communists, after all, You must stop dealing with us only by force . . . You are writing a bad page of history."

Rhee's most articulate spokesman in Seoul was Foreign Minister and Acting Premier Pyun Yung Tai, who sat last week in a bullet-pocked hospital in Seoul. Said Pyun: "The leaders of the free world are still suffering from the ideological hangover of the Second World War. You wait while your enemy is sharpening his dagger to kill you. You will call me a warmonger, but I am not. We have learned the lessons of war as you never have and we want peace desperately. But we want a real peace, not a sham peace. We are not stupid. We know we are fighting not only for ourselves but also for America. You speak of the necessity of unity. What's the good of unity if it is to be used for surrender?



GENERAL NAM IL
Aggression repulsed.

then? Then you will have to recognize the Chinese Communists. And after you do this, all the small nations of Southeast Asia will do likewise."

The atmosphere between allies turned ugly. Rhee proclaimed a "semi-extraordinary emergency" throughout South Kodemonstrations" about to begin, U.N. commanders, exasperated yet sympathetic. tried to guess how much Rhee might be bluffing and could not be sure. They also wondered whether Rhee would be able to control and limit anything he began in so explosive a moment. They told each other that after all, had it not been for the U.N. Rhee would have been pushed into the sea. They talked over the pressures they might bring to bear. The U.N. controls his supplies, gasoline, ammunition and food: it controls the artillery and air; it even controls Korea's currency and through the currency controls the economy. On such dark and unpleasant considerations between allies whose blood had been shed together, did peace approach an unhappy

#### Waiting for the Whistle

On the fugbound eastern mountains lake week. Syngama Rhee's South Korean troops fought bitterly for ground they would only have to give up under an armistice. Things were not that way along U.S. sectors of the line. U.S. sodders bathed in the streams within view and rifleshot of the enemy, and heard Chinese loudspeakers warn them. "Keep your beads down; the war is almost over."

Communist forces have grabbed more than a dozen outposts from the U.N. since truce talks resumed in earnest five weeks ago. When U.S. troops were attacked they defended their positions well, but eventually withdrew, and launched few counterattacks. One U.S. commander ever capabin it fit I have 5, when would I ever ever explain it fit I have 5, when they were explain it of I have 5, when they were the day the armistic was signed to take back an outpost the day the armistic was signed to

If fighting were to continue, the Eighth Army's Main Line of Resistance would be menaced by the new Red gains. But under an armistice, the U.N. will have lost little in the last week's battles, since the Eighth Army's projected truce line—based on the best defensive lines in all sectors—is well behind present positions.

Mong the actual fighting line G.L. when the actual fighting in the preserved an outward skepticism. In a great man of the properties was an experienced over the prospects was an extended over the prospects was an actual to the properties was an experienced by the properties was the properties when the properties was an experienced by the properties was a properties when the properties was a properties with the properties was a properties with the properties was a properties with the properties was a properties when the properties was a properties was a properties when the properties was a properties when the properties was a properties was a properties was a properties was a properties when the properties was a properties when the properties was a properties when the properties was a properties was a properties when the properties was a properties was a properties was a properties was

According to the truce terms, both sides are to pull back two kilometers



The figures don't balance.

(about 1½ miles) within 72 hours of an armistice. Defenses have been in preparation for more than a year by units when in reserve. At headquarters, a top Eighth Army officer explained: "Well just pick up our stoves and take the glass windows out of the bunkers on the front and move them back a ways. All the new line needs then is a bunch of G.Ls keeping house in fit."

Despite these paper plans at headquarters regimental commanders at the front were still in the dark about what to do when a cease-frie came. One of them guessed that it would take at least two months to put the new line in sound shape. Some of them hated the idea of pulling off the front lines. Said Colonel Hugh Harris. Eighth Army operations offee: "We've put a hell of a lot of money into that line to build it up... It's like leaving the Panama Canal behind.

#### NATO Critically Weak

"It is certain," said Winston Churchill in March 1949, "that Europe would have been Communized long ago . . but for the deterrent of the atomic bomb in the hands of the United States,"

Four years and many committee meetings later, the Churchillian thesis still seems as good as any, to judge by the continuing imbalance between Eastern and Western strength, The line-up:

Troops: 58 Western divisions (27 U.S., British, West European, in the central sector; 34 Greek, Turkish, in the southeast. Maximum strength; 700-000 men. Help in war might also come from Yugoslavia (32 small divisions).

245 Eastern divisions (175 Russian, 70 satellite), supported by the nucleus of an East German army. Minimum strength: 2,550,000 men. Planes: Approximately 4,000 in NATO

to approximately 20,000 Communist. Reported General Matthew B. Ridge Way, retiring Supreme Allied Commander. Europe, last week to the NATO Standing Group in Washington: "I find the disaparity between our available forces and those which the Soviet rulers could bring against us so great . . . that a full-scale soviet attack within the near future would find Allied Command . . critically weak of the control of

"Much." said Ridgway, "has been cone," For example: 11 from the North Cape to the Caucasus, Allied forces are mow controlled by one integrated command: 21 existing land forces could probably ward oil a surprise onslaught by the station in East Germany: 3) So of the station of East Germany: 3) So of the control of the station of the station

But Rideway was not satisfied with the state of his support and supply units, his ammunition stocks, and "our greatest weakness"—tucklical sir power; he was supply to the supply to the supply to the button," was still denied him. A constitubutton, was still denied him, A constitution of the supply to the supply to the he was alarmed by the way "mations are beginning to change their planned military programs from rapid rearmment to a longer-term policy. Any real stacktor of the supply to the supply to the supply to aggression,"

Ridgway on the peace offensive: "I know of no facts which would lead me to conclude that the military danger from the East has lessened . . . As a soldier. I cannot afford to deal with conjecture."

#### TREATIES

#### Back to Normalcy

Thirty years ago, when Germany and the U.S. signed a Treaty of Friendship. Commerce and Consular Rights, the New York Times called it "a return to the normal relations that were disrupted by the war." Last week, following yet another war. West Germany's Chancellor Konrad Adenauer and U.S. High Commissioner James Bryant Conant sat across a mahogany table in the federal chancellery and scrawled their names. Thereby they agreed to revive the 30-year-old pact and get back toward diplomatic business as usual. Once more the Times hailed it as a "move of the U.S. and West German governments to normalize their relations."

As soon as Bonn's Parliament and the U.S. Senate ratify the renewed treaty, German citizens will have the legal right, after a twelve-year lapse, to:

• Own property in the U.S.
• Get justice in U.S. courts as a right, not as a privilege.
• Handle their own U.S. business trans-

Q Get regular visas instead of special permits.

### FOREIGN NEWS

#### GREAT BRITAIN Secret Offer

Winston Churchill had a big piece of news for the Commonwealth Prime Ministers gathered in London a secret Soviet offer to the Turks.

Molotov himself, reported Churchill, had sent a message to the Turks offering to withdraw 1) Russian claims on Turkish territory, 2) demands for a share in the military control of the Bosporus and the Dardanelles. Both proposals, in effect, add up only to a renunciation by the Russians of something which they have no prospect of gaining anyway

#### THE CORONATION IN COLOR See Page 59

#### Family Get-Together

In the oblong cabinet room of 10 Downing Street, nine Prime Ministers met in solemn, smoke-filled conclave to discuss the fate of the world, so far as it can be influenced by the British Commonwealth. It was no mean feat to maintain seren-

ment that peace in Korea is imminent. There was criticism of U.S. handling of negotiations, but Sir Winston, who had just returned from lunch with General George C. Marshall ("a most reasonable man"), put a stop to that with a discourse on the "difficulties" Eisenhower is having with Congress and U.S. public opinion. All present agreed that the political conference after the armistice should be confined to the Korean settlement, but equally all (save South Africa) favor Red China's admittance to the U.N.

Pacific Defense. Australia's hearty Robert Gordon Menzies. 58. made plain that ANZUS, the mutual security pact



QUEEN ELIZABETH & COMMONWEALTH MINISTERSO Everything is temporary, including Malenkov,

(short of a war); nonetheless. Churchill regarded Molotov's message to an ancient enemy as perhaps the most important single gesture since Stalin's death, Churchill told the assembled Prime

Ministers: "I remarked to the Turkish Prime Minister that this Russian move showed how wise Turkey had been to join NATO. He observed to me. although Molotov had said nothing on this point that it was plainly the Soviet hope that Turkey would stop building all those air bases which she is building under the NATO program, I said that, on the contrary, this was a time when we should hold together, and the Turkish Prime Minister [agreed]

Churchill found the Turks just as aware as he that the Russians can reinstate their claims on Turkish territory by a mere telephone call, whereas air bases take months or years to build, and are useless until completed. "In her history," he concluded. "Turkey has had | many | reassuring messages of this kind from Russia, but she always found it wiser not to be reassured."

ity among men of such dissimilar temperaments as India's Nehru and South Africa's Daniel Malan, but Sir Winston Churchill did it-largely by the device of doing most of the talking himself,

Each day Sir Winston opened the discussion by giving the Churchill view of this or that aspect of world affairs, Occasionally, some other P.M. would impress himself on the others-Malan, dour and superior; Canada's St. Laurent, dry and precise; Nehru, quick and likable but with an attachment to ideology that bored some of the battered politicos around him. But it was Churchill's conference throughout. He won Commonwealth backing on four big issues

Koreg. The Commonwealth ministers warmly welcomed Churchill's announce-

6 From left: Pakistan's Mohammed Ali, Rhodesia's Sir Godfrey Huggins, Northern Ireland land, India's Jawaharlal Nehru, Jamaica's Wil-liam Bustamante, Churchill, the Queen, Aus-Ceylon's Dudley Senanayake, South Africa's Walan, Malta's Dr. Borg Olivier, between the Australasian dominions and the U.S., ought not to be encumbered with European members. He was hopeful of a Pacific NATO, including Britain, more or less along the lines proposed by Taft.

Middle East. Churchill wants the Commonwealth to commit itself to the wartime defense of Suez, but members could not agree. Nehru and Mohammed Ali. both of whom plan to visit Egyptian Dictator Naguib on their way home from London, thought that, in Nehru's words, "progressive and controlled nationalism in the Middle East must not be thwarted." South Africa, however, worried that Russian land armies might one day storm across the Middle East and sweep through Africa, raising thousands of Mau Maustyle recruits along the way.

Big Four Conference. Churchill was convinced that the No. 1 objective of Soviet policy is to smash the Anglo-American alliance. As evidence, he told the P.M.s that Soviet Ambassador Jacob Malik had approached him last week suggesting a Churchill-Malenkov chat as a preliminary to the Bermuda conference.

Churchill declined so transparent a gambit, but still believes that the Kremlin may want an easing of tensions. Any relaxation. Churchill granted, would be strictly "temporary." But "everything is temporary—including Malenkov."

Churchill's conclusion was that the Commonwealth as a whole should press the U.S. to agree to Big Four talks—soon. He got informal agreement, though Daniel Malan for one could see no practical advantage to be gained. Nehru was emphatic that nothing—not even U.S. abstention—should prevent a get-together with the Russians.

#### After the Ball Was Over

For one glorious week. London had seemed to be the capital of the world. After the big day was past, thousands tramped the coronation route, through tattered paper arrhes and bedruggled festoons, while dustmen recovered tons of paper and empty bottles.

Queen Elizabeth, fresh as the morning dew, drave in her Daimler Hrough the dings streets of London's East End and was chered by crowds that were ten-deep, when the streets of London's East End and branking of brasses, she showed berself and was cheered in middle-class Chelesa and Kensinton. She conferred knighthoused from Hinton upon the conferred knighthouse of the Richard London Hinton upon the conferred knighthouse of the conferred knighthouse of the Chelesa and Chelesa and on New Zealander Edmond Hill-lary, who made it to the top. At week's end, the Queen watched England's greatest end, the Queen watched England's greatest end, the Queen watched England's greatest with his tray Depts' (see News).

There were soher second thoughts. "The British people have had a holiday from reality long enough," wrote the London Times in an editorial that started softly enough but ended with a ringing indictivenough but ended with a ringing indictivenent of "a good people grown careless."

"The main reason why [postwar] British has not yet prospered sufficiently... is that the British people as a whole have some proposed or the British people as a whole have severement nor opposition dares allow itself to be disclosed fully facing the facts." What most worried the Times was the too-papular conviction that somehow the too-papular conviction that somehow the form of the British of

#### DENMARK

#### Another Queen

Like their British cousins across the North Sea, the Danes believe in Queens. Above all, they honor their own Queen Maggrethe (1333-141), who united the crowns of Denmark, Sweden and Norway, "When men saw the wisdom and strength that were in this royal lady," the medieval Chromicle of Lübeck said, "wonder and fear filled their hearts."

Last week, on Denmark's Grandlorsdag (Constitution Day). King Frederik IX promised his people another Queen, another Margrethe. At Christiansborg Castle. he signed a new Constitution in which the succession—for the first time—is guaranteed to the female line, and specifically anteed to the female line, and specifically



PRINCESS MARGRETHE A day off from school.

to his pert, 13-year-old daughter,

The new Constitution, passed at a general election May 28, also provides that in Parliament will consist of one House, to be named the Folketing (People's Assembly), instead of two; 2) the Folketing will have the right to surrender part of its authority to international bodies, e.g., NATO, the U.N.; 2) Greenland, island key to the Arctic cold war, will emerge from colonial status of 'dill, was easily the proposition of the control of the

the Danish Commonwealth.

To celebrate Grundlovsdag, Danes held a public holiday, and annestied 25 criminals. As a bonus, Heiress Apparent Margrethe got a day off from high school.

#### ISRAEL

#### Bloody Ghost

On April 9, 1948, in the first days of the Arab-Israeli war, Jewish terrorists of the Stern Gang and Irgin Zvai Leimi encircled Deir Yassin, an Arab village a few miles west of Jerusalem, and by Joudspeaker demanded its surrender. Their leader carried a cautionary wire from the regional commander of the Huganah, the predecessor of the Israeli army: "I learn you plan an attack on Deir Yassin. I have no objection [but] I warn you against

blowing up the village. The village of Deir Vassin replied to the terrorists with gunfre: a battle began. Up to then, the Palestine fighting had been marked by sporadic cruelty on both sides; thereafter Deir Vassin became a symbol of surpassing horse.

Storming the village the terrorists butthered everyone in sight; the corpses of 250 Arabs, mostly women and small butthered everyone in sight; the corpses of 250 Arabs, mostly women and small sight of the control of

Deir Yassin became a synonym among Arabs for Jewish brutality. Last week, in a Tel Aviv court, its bloody ghost rose again to plague the new Jewish state. Four Irgunists wounded in the massacre had demanded war veterans' pensions; the Israeli Defense Ministry had rejected their requests, ruling that their wounds had not been suffered in "organized action against Arab bands or invaders." The Tel Aviv court decided otherwise, held that the Deir Yassin attack (but not the massacre) was, in fact, an organized action, and commanded the reluctant Ben-Gurion government to pay the pensions. The news rated hardly an inside paragraph in Israeli newspapers but was bitterly received in the Arab world.

#### SOUTH AFRICA He Who Waits

The moment South Africa's tiny new Liberal Party announced its first public meeting, it ran into trouble, as it knew it would. The Liberal Party stands for equal richts for all South Africans, white, black and brown. "Police watch our houses," complained one member. "If we have Negro guests, the police follow them home. We believe our telephones are

supped. They call us Communists."
First they adversised that a Roman Catholic priest named Loretto du Manori would be chairman. Johanneshury. Bishop William Patrick Whelm (som of an Irish father. a Boer mother» summoned the priess and told him that "it would be impolitic for the charch to be mixed up in this. 'Sail Du Manori later.' "He was next advertised chairman. Philosophy Processor Errol Harris of Witwaterstand University out When the university principal warned him that Witwaterstand dared magnet the Malan government, whose sub-

nesburg lawyer, finally got the assignment. One night last week, 1,200 defiant men & women packed into a small, smoky, underground hall beneath St. Mary's Anglican Cathedral in Johannesburg, As cops of Malan's "Special Branch" looked on, white lawyers, teachers, clergymen and office workers boldly sat side by side with Africans and Indians, Novelist Alan Paton (Cry, the Beloved Country), a party founder, spoke with apostolic fervor; "For the first time we openly proclaim the things we believe . . . In Africa the imperative need is to create some kind of common society for white and black . . . Color bars imposed by the whites have produced only misery for white and black alike . . . Take a step toward the future; don't wait for it to overwhelm and crush you!"

The day after the meeting, Johannesburg's Boer newspapers published photos showing whites and Negroes gathered together, captioned; NEGRO MEN GOT SEATS WHILE WHITE WOMEN HAD TO STAND. All over South Africa, good, churchgoing Boers goggled at these revelations of Liberal wickedness, and cried Skande (a scandal). The respectable anti-Malanites were also scandalized. Cried the Rand Daily Mail: "South Africa is not yet ready for Liberalism." Before returning to Natal, where he works in a tuberculosis sanitarium for Zulus, Alan Paton had a parting word: "He who waits until the time is ripe often waits until it is rotten."

#### FRANCE Next but One?

a government.

It is required of the promising young politicain that he should be a pace ahead of his time. Often, as in the case of Birtian's Ameurin Bewan, the shining locks of a pace a pace

Å member of the Radical Socialist Parly, which is in fact conservative, Mendes-France has advocated ending the war in Indo-China by negotiation. As a lawyer, Indo-China by negotiation. As a lawyer, and has attacked French misrule in North Africa. He has been openly distrustful of Germany. He has advocated limited disramment to halt France's slide into bankruptcy. Are such views practical politics? In a brilliant speech, Mendes-France al-

The Neutrolist. By hedging a little on earlier attitudes, he was able to clothe his position in a cautious reserve: "No imaginable policy could enable us to escape if, unhappily, a new war were to break out. That is the fundamental error of the so-called 'neutralist' thesis." But he sounded pretty neutralist himself: he promised to submit a plan (unspecified) to the Bermuda conference for "lightening the load"

in Indo-China. He was earnest about ratification of the European Defense Community Treaty, but hinted that defeat on this point would not cause him to dissolve parliament. He advocated a cut in vestment program calculated to stimulate production and halt unemployment. He promised continued close relations with the U.S. but the whole tenor of his speech was that France could not hope to have a was that France could not hope to have a continued close relations of the continued of the continued of the continued of the was that France could not hope to have a continued continued future.

Mendès-France broke with tradition by not engaging in the usual horse trading with other parties before presenting him-



PIERRE MENDES-FRANCE
If not today, perhaps tomorrow.

The Old Hand. "These debates will not be without a tomorrow." said Mendis-France. Conservative Figure was inclined to agree with him: "Many of the young.

. by giving their votes to this man whose words will echo in the political life of tomorrow—if only because he has made the Socialist Party come out of its solitude—have shown above all a desire for a continuous control of the solitude of the

Meanwhile. President Auriol sent for an old hand to be next to try. His choice: Acting Foreign Minister Georges Bidault. Bidault is no man to offend the union rules among ministers by demanding undue personal sacrifices of them.

#### Bamboozling the Baron

Tired out from a hard day of counting his money. Baron Scipion du Roure was strolling along Promenade des Anglais in Nice one aftermoon when he bumped into an old acquaintance. Inspector Raymond Alberto of the Nice police force. Over permody, the inspector grew confidential and adventure. Later, he introduced the baron to lean, elegant-looking Lieut. Coloole Berthier of the French intelligence.

"The Secret Service." whispered Berhiter, "has on its hands a certain quantity of uranium. But Russian agents are after the stuff. We are now trying to pet it to America. The mission is highly dangerous. What we need are fearless, young, patriotic men, willing to work for France." Young (59) Beron Seipion du Route retyoung (59) Beron Seipion du Route retyoung (50) Beron Seipion du Route reteated to the service of the service of the said of the service of the service of the service of the said some service of the service of the service of the said some service of the service of the service of the service of the said some service." which service of the service of t

That was the beginning of an incredible endurance contest between the baron's bank roll and his gullibility, both apparently inexhaustible. Policeman Alberto and Colonel Berthier suavely persuaded the baron that French intelligence could stay in business only if he lent them funds until the National Assembly approved its budget. They entrusted to him four mysterious flasks and a jug that gurgled. "Uranium and heavy water," explained Colonel Berthier. There was even a sinister. bearded Russian who appeared at the baron's Riviera villa with an offer of \$850,000 for the uranium. The baron refused, and the Russian later turned up dead-or so the baron was told.

After nine months: the baron's loans to the colonel had swelled to 120 million francs (\$\$\frac{8}{2}\$\text{accop}\$\text{}\). The million france (\$\$\frac{8}{2}\$\text{accop}\$\text{}\). And the began wonderming when he would be paid back by the government. He spoke to his lawyer and They knew of no Colonel Bertheir nor the colonel's other associates, except for Alberto. He had, indeed, been a police inspector—but three years before he had been fired for embezelment. By this time, the baron was hardly supprised to learn when the heavy water came straight from the lambeau, water came straight from the lamback.

Last week ex-Inspector Alberto and two Corsicans who portrayed the roles of "Colonel Berthier" and "The Chief" of intelligence were convicted in a Paris court. On hombouding, the med "I gen gratulate you on your imagniation," he lold Ringleader Alberto, "... How were you able to tell the haron such stupendous tales without ever laughing?" Even Alberto found it as Illuch and to explain. "The had an asbestos vest made to protect himsel from the radiations." The defendants



# Beauty is only half the picture!

OF COURSE they're proud of the beauty of their car. We think you would be, too. But we wish we could give you the rest of the picture—take you over a Ford car. step-by-step, and point out some of its quality features.

First, we'd call your attention to a detail of body construction. We'd show you that there isn't a single exposed seam to catch and hold water. It costs more to build bodies this way but the weather stays out, the paint stays on and the beauty lasts.

Next, we'd show you the way the doors fit, and let you hear that good solid sound when they close. You'd see that each door is weather-stripped with a band of sealed foam rubber. Then we'd show you how easily the doors unlatch by just the pressure of your thumb on a button in the door handle. And, show you, too, how the Silent Doorman holds the front doors open in your choice of two positions, two thirds or full over.

Now we'd ask you to Test Drive it and let you feel some of the things about the Ford car that you can't see. First off, you'd notice the "lushed" silence in which you travel and, then, the relaxed comfort you enjoy. (Ford engines, both V-8 and Six, are actually so miet you can barely hear them as you

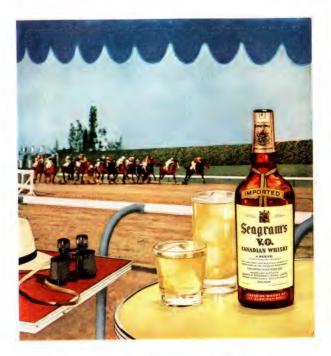
drive.) Ford bodies, too, are "quiet"
... floor, roof and body panels are
"sound deadened." Even the body bolts

are insulated. As to the comfort . . . well, you can see that the seats are sofa-wide. But you can't see the heavy foam-rubber padding over non-sag springs underneath that fine upholstery.

Another item we'd point out would be the paint. Did you know that it is baked-on over a complete rustproofing treatment? That's why Foods keep their freshyouthful look far longer.

Why don't you get the Ford quality picture firsthand? Your Ford Dealer will be proud to let you see, Value Check, and Test Drive the 1953 Ford.

Ford Worth more when you buy it
Worth more when you sell it



Known by the Company it Keeps



grinned sheepishly and the judge was hardly able to hide a smile himself, as he sentenced Alberto and "Colonel Berthier" to four years in prison, and gave 18 months to "The Chief."

### GREECE

### The Women in Black

Two foreigners, a man and his wife, traveled out of ancient Conint one day last month along the twisting roads that lead toward the rugged interior of the mountain valley, they came to the village of Kalavryta. When the villages learned that the visitors were Germans. there were sullen mutterings in the village square. A white-baired woman in widow's weed where the visitors were Germans there were when the control of the c

The mayor. Petros Georgacopoulis, was more receptive. At the visitors' request, he summoned the village leaders to Kalavryta's new hotel to listen to the man and woman. While this meeting was going on. black-dressed women gathered in the lob-by. They said and did nothing, but the bitterness in their eyes told a story.

Under the Cross. One day late in 1943. Communist-led guerrillas of the ELAS captured 80 German soldiers in a brief battle with Nazi occupying troops near Kalavryta. They fled into the hills, pausing only to leave behind three seriously wounded Germans. The Greek doctor in the village hospital treated the wounded men, and the townspeople saw to it that they were fed and made comfortable. Later the ELAS swooped in again, and made off with the wounded prisoners. Close to the village, the guerrillas killed the three mutilated their bodies, and threw them into a deep well. The villagers, terrified of Nazi retribution, recovered the hodies and buried them under a white cross in the village cemetery.

When the Germans came back, they found the graves and demanded to know who had killed their men. Most like the people of Kalavryta did not like the ELAS Communists, but they would not betray fellow Greeks. Infuriated, the Germans burned down the houses of five men known to have joined the guerrillas. Then for good measure they burned the hotel.

That might have been all, but then another fearsome piece of news came to necupation headquarters. Up in the mountains, three German soldiers had been found wandering in a bloody daze. They said that they, with 7 af fellow prisoners, had been taken up one of the highest mountains in the vicinity to die. There the guerrillas stripped them, then pushed them off a crag. Only these three survived.

Up the Hill. The local Nazi commander called in the mayor and told him to ring the church bell at 7 o'clock the next morning—the signal for all villagers to gather.

It was wintry dark and the mud of Kalavryta's streets was frozen, when the bells tolled that morning—Dec. 13, 1943—and the 2-400 men, women & children of Kalavryta gathered obediently at the



THE VILLAGE OF KALAVRYTA
Ten years after, a measure of atonement.

grey stone schoolhouse. A few mothers who had left their babies sleeping at home were ordered to return and get them. "You may be gone for some time." an officer explained. Women and gitls. boys under 13 and men over 80 were sorted out and locked in the schoolhouse.

The other men were marched up the hill, past the small, walled cemetery to a grassy ledge overhanging the town. For hours they were kept there. Finally, at 1:30 in the afternoon (the time was verified later from several smashed watches) two red flares arched skyward from the village below. At that signal, concealed machine guns opened up. A few minutes later, 1,200 men and boys lay on the sod in grotesque, moaning clumps, Soldiers moved professionally among them, silencing the moans with machine pistols. Somehow, five pretended death successfully. All the rest-the mayor, the priest, the doctor, all the able hands and strong backs of the village, were dead,

The Bolt on the Door. In the village schoolhouse, the chatter of the burp guns could not be heard. But as babies wailed and the women took worried counsel of each other, they sensed trouble. Soon they smelled it, then saw it. The Nazis had set torches to the village. Smoke seeped through cracks in the schoolhouse floor. In panic, the women crashed at the bolted door. It would not give. But their screaming and beating was too much for the lone soldier guarding the door. Moved by pity, he pulled the bolt, and the village women rushed out. Before them, with a machine gun in firing position, were three Germans, They waved empty wine bottles and

laughed drunkenly, but they did not fire. The women glanced for one terrified instant at their town—almost every house and building and stable in it was ablaze—then ran for the hills, dragging their children behind them.

An old woman laboring up the hill beyond the cemetery found the men. Wailing, she shambled back to the others. "Come! Come! I have found them!" Before they got to the scene, the women passed red rivulets in the gully that led to the grassy ledge, and they knew. When they reached the bodies, the women were no longer screaming. They ran among them, recognizing a husband here, a son there. In the dusk they dragged the bodies down to the black cypress grove. With only their hands, they clawed at the muddy earth to make graves. When they went back to the village, the Germans were gone.

Governments Forget. Months went by before real help came. The embattled Greek government sent relief money. Greek-Americans who came from the area sent \$50,000 for a new school; the Vear for the 300 young children. Eventually, Marshall Plan money came to complete a mew hospital and hotel: and to raise new houses and shops. Gredully, men from other parts trickled into the women's sionally, there was even a pathetic wedding, with all the guests in blift the guests in blift.

The Communist guerrillas came back to Kalavryta too in 1948, during Greece's bitter civil war and for a month held and looted the village. Again there were cries





"Electric Wonderbar"

"Wonderbar" makes ice cubes, chills drinks and snacks right at the scene of the fur! It's easily placed on a "Wondercart"whichwheelsitto porch, patio and every room in the house. Eliminates trips to kitchen.

Wood or tubular legs or cabinet base which serves as cellarette, optional at a small additional cost. Mahogany, blond or white. 12 to 230 volts. AC or DC.



Perfect for boats, 12 to 110 volts, also for summer homes, cottages or wherever entertaining thrives. 5-year warranty on silent no-moving-parts freezing system.



REFRIGERATION and AIR CONDITIONING

Servel Inc., Evensyste 20, Indiana In Canado, Servel (Canada) Ltd., 548 King St. W., Toronto, Ont.

for help. The King and Queen came; so did General Van Fleet. Athens granted \$\frac{1}{8}\text{con-month}\$ pensions to the widows in black. But soon Athens forgot; three years ago the pensions were stopped, and important officials no longer thought to come. "It is the way of governments to forger!" said a widow of Kalavyta.

Last year Frau Ehrengard Schramm, a German historian, arrived in Greece to write a war history. She wanted to visit Salasyzia, but was warmed not to; she Salasyzia, but was warmed not to; she harm. "They were simple in their sorrow," he said, "not fanatical. They shad no selipity, but their faces expressed so much sorrow my breath stopped. She talked with one woman shed. "Her figure", she said, "seemed to have turned to stone."

Frau Schramm returned to Germany determined to arouse German women to the plight of Kalavryta, and to raise funds to buy machinery for some simple industry, "This is a matter for women," she said. "We must not let it get into the hands of men, who would spoil it."

But in spite of Frau Schramm-or perhaps because of her-the men of the West German government began to take an interest in Kalavryta. The German who, with his wife beside him, met with the village leaders was Alexander Post, commercial counselor of the German embassy in Athens. Under the reproachful eyes of the black-draped widows, he asked about what might be done as a measure of atonement; some looms, perhaps, to establish a small tapestry-weaving business, with equipment, dyes and technical assistance to come from Germany: 10,000 poplar trees to provide wood for the crates Greece needs to ship its fruit crops, livestock to increase the village's pitiful herd of 100 cows to 1,000 or more; a training program which would send 30 Kalayryta youths to Bavaria each year to learn good farming methods.

"Med Mayou Georgacopoulis tried to explain the purpose of the visit to his people. "His people want to make up for their crime," he said. "We must be courteous to him and try to forget the past." The women said their plain is stores, or their work in the meadows and orchards to trudge up the hill to the graves. there to lay fresh diswers, to kneel for prayers, to tight a content of the plain of the plain property of the property of the plain of the plain crosses, all inscribed with the same dite-

### INDONESIA Children of the East

In a strange, remote country, a cabinet falls. The name of the departing Premier is Wilopo. Who ever heard of him hefore? Yet the country in question owes its exsistence largely to the U.S., and the issue which brought in Premier Wilopo last year was a sporing of that Communist-

cultured world growth: anti-Americanism.

The soft green islands of Indonesia, lifting their distant volcanoes against flash-



Ex-PREMIER WILDPO
A land of sad confusions.

ing thunderheads, lie melancholy and mysterious in the warm blue seas between the continents of Asia and Australia. U.S. and allied military forces sweet through these islands in a few months of World War II. liberating them from Japanese conquest. Because the Roosevelt Adminsization objected violently to colonialism, the U.S. was determined that the islands should also be liberated from the Dutchmen who for more than 300 years had been masters of Indonesis.

Men of Good Will. Having set the machinery in motion, the powerful U.S. passed on to more pressing world prolimer. Little study was given to the nature of the Indonesians, their soo of recent law for the Control of t

The U.S. came through with a loan (\$100 million), and a platoon of economists, health officers, farmers and sociologists descended on the country, full of good will, all ready to help the Indonesian raise his standard of living, rebuild his country, increase his crops, strengthen his army, educate his people, improve his health and save him from Communism. Instead of being met with open arms. they found themselves treated with indifference, hostility and suspicion, Baffled. saddened, the experts went home, vaguely aware that to the Indonesians independence meant something quite different from the Western notions, and that the Indonesians are an Asian people whose view of life is essentially elusive, esthetic, negative and passive.

The Indonesians like to call themselves "The Children of the East." Their cultural values were formed during a thousand years of Brahminist-Buddhist teaching.



Said Roving Ray, reporter for the Earning Falls Gazette. "I came to town to gather news, but nothing's happened yet! The whole day's gone, I'm tired and hot, and things are bad at best. I guess I'll stay at Statler, where I'll really be a guest.



2 "This Statler room's a perfect place to spend a restfile."
1. night. It's large and airy, fresh and clean—and everything's just right. That big soft hed looks mighty good—the whole room seems designed to put a weary traveller in a cheerful frame of min.



3 "A good refreshing Statler bath is what I need," said he, "The water's hot, there's lots of soap—and that appeals to me. The towels here are extra soft—and there's a full supply. The Statler really makes an art of pampering a guy!"



4. Then Roving Ray meandered down to have a Statler meal. "What food!" he cried. "What service! What a super-special deal! I wonder if the home folks know how great this Statler is? When a fellow stays at Statler, why, the world is really his?



5 "Twe got my story," Ray announced when checking out next day. "The Statler's in the heart of town—it's great in every way! Til bet the gang in Earmuff Falls would like the Statler, too. When I come back, I'll stay right here—the only thing to do!"



STATIST HOTELS, NEW YORK . BOSTON . BUFFALO . DETROIT CLEVELAND . ST. LOUIS . WASHINGTON . LOS ANGELES

ANOTHER GREAT NEW STATLER - HARTFORD

( OPENING SUMMER, 1954 )

Do you owe yourself a treat? Make it a weekend at the Statler!

### THOSE WHO KNOW

## GO BCPA

NO FASTER FLIGHTS

### to AUSTRALIA NEW ZEALAND



### ALL THESE "EXTRAS" at no extra cost!

EXTRA LUXURY Spacious DC-6 all the way. Exclusive ladies' lounge and 2 cosmetic bars.

EXTRA SERVICE Crew of nine for more personalized service. No other flight offers so much.

EXTRA PLEASURE Stopover anywhere en route. Tickets valid for 12 months. 7-hour daytime stopover in Hawaii on return.

EXTRA COMFORT Full-length curtained sleeper. Breakfast served in bed if desired. Excellent cuisine. Complete bar service at nominal prices.



#### REGULAR SERVICE from San Francisco, California, to Australia (Monday, Thursday), New Zealand (Friday).

BOOK THROUGH YOUR TRAVEL AGENT OR...BOAC OFFICES: New York, Boston, Chicago, Los Angeles,

Miami, Washington, D. C., Detroit.

BCPA BOOKING OFFICE:
347 Stockton Street, San Francisco.
Phone YUkon 2-3670.

Write for free Package Tour folders

culminating in the great. 14th century Hindu-Javanese civilization of Madipashit. Then came the swift, peaceful penetration of Islam. Securing a firm but gentle grip on the Islands (Indonesia is now the world's largest Moslem nation. Islam world's largest Moslem more world's high the Moslem more were called to prayer on Oriental across. While putting on the cloak of Islam, the Indonesians remained essentially Eastern. one has their character changed under the plastic waterpool of the West.

Intolerable Conditions. Many sad conlusions result, Destring forigin capital inusement, the Indonesians devise intolerable conditions for its operation. They launch a reconstruction program, then impose heavy tariffs on the tools of reconstruction; a health program, but han the import of X-ray films; an education device, then double the import duty on the construction of the condition of the contraction of the control of

they would have it untrained.

The previous Indonesian cabinet was headed by Dr. Swikiman, who, in the early days of the Korean war, agreed to stop the shipment of Indonesian rubber and tin to Red China, Jailed 1,0,000 Communities with tried to seale the government, later statement of the communities of the communities of the control of the control of the control of the neutralists. Sukiman's cabinet fell under a barrage of anti-American abase.

A new cabinet was formed by the Nationalist Party's Dr. Wilopo. No Communist. Wilopo promised to stop the drift to the West, and prepared the way for the country's first general election. In the prevailing climate of anti-Western opinion. the Communists drew the left wing of Wilopo's party into a "National Front" coalition. Directed by Moscow-trained Communist Alimin Prawirodirdio, financed by Peking, the National Front began attacking the government, brought the country to the brink of civil war last October on the issue of military leadership. Only by yielding leadership of the army to the mutineers, and by agreeing to exchange embassies with Moscow and Peking, was Wilopo able to remain in power. Then the Communists shifted their at-

Then the Communists shifted their attack to the government's agrain reform ment police tangled with Chinese peasant ment police tangled with Chinese peasant Sumatra. Six Chinese special in North Sumatra. Six Chinese special in North hour. His protest led to a National Front vote of condemnation in the Indonesian Parliament last week. With half his party openly against him. Widop quit, Prohable next step: a government which will include Communists.

There was no U.S. ambassador to report on developments in Indonesia last week. Offended by the reception given to its proffered aid and advice, the U.S. had lost some of its interest in Indonesia. The Communists, exploiting anti-Western feeling, were moving in. The Indonesians had not yet realized that they were losing a friend and gaining an enemy.



How long since you've seen him?

Your doctor may be one of the many now using HP Acthar® Gel, a new drug discovery, which gives dramatic relief in stubborn cases and severe attacks of hav fever. Many doctors today prescribe the use of HP Acthar Gel to keep patients in comfort, free of acute symptoms. It often helps "late-comers" who didn't see

their doctor in time. It can be unusually effective in cases that simply don't respond to older methods of

Only your own doctor can judge whether or not HP Acthar Gel will help you. Ask him. It pays to keep in constant touch with your doctor, because research scientists are finding new drugs, improving old ones, almost daily. Discoveries of the Armour Laboratories, such as Acthar, are continually opening up new avenues of treatment for many diseases which formerly left victims without hope.





moderal research seeking new drugs, new ways to help your doctor keep you well.

### How's Business?

# Frigidaire "Packaged Cold" can make your business better!

There's hardly a business in the country today that cannot improve its operation and profit picture with one or more types of Frigidaire refrigeration and air conditioning equipment. Perhaps you feel that your business is different, with special problems that may require costly custom-made equipment. Actually the

chances are very excellent that standard "packaged" Frigidaire units can be adapted to your particular needs at real installation and operating savings. Call your Frigidaire representative today and explain your problem to him. His help costs you nothing and may save you hundreds of dollars.



### Do you run a hospital?

Frigidaire products can bring scores of benefits to your patients, nurses and operating staff. Room Air Conditioners provide healthful Great Circle Cooling, and clean, dry, filter-pure comfort. Automatic Ice Makers can be located on different floors to end trouble and cost of central ice plant...make clear, sanitary cubes or "cubeletts" for pen-

nies a day. Frijidaire Reach-In Refrigeratora provide convenient food storage . . . feature exclusive "Flowing Cold" that prevents shrinkage and spoilage . . are easily adapted to storage of the storage of the storage of the storage of the coolers, low temperature of the storage of the storage of the other hospital needs.



Self-Contained Air Conditioners



Ice Cream



Automatic Ice Cube Makers



XD Meter-Miser Compressors



Water



Room Air Conditioners



### ... run a drug store?

Frigidaire Automatic "Cubelet" Maker will solve your fountain ice supply problems. Tiny crystal-clear gensauccessors to crushed, cracked and flaked ice — mean more uniform drinks, better cooling, and real savings. Frigidaire Air Conditioners, Ice Cream Cabinets, Reach-In Refrigerators, and Beverage Coolers give you everything you need for a better store and better service.



### ... run a restaurant?

When bullding, modernizing, or replacing equipment—turn all your cooling problems over to Frigidaire. Here, from one source, you can get everything you need for food preservation, beverage cooling, ice cubes, and air conditioned comfort—all adding up to faster, better service and more profitable operations.



### ... or an office?

No more summer drag and slow-down! Frigidaire Room Air Conditioners or Self-Contained Air Conditioners provide cool, clean, dehunidified confort all summer long. Keep you and your workers producing at top capacity no matter how temperatures soar. Have plenty of cold drinking water on hand, too, with Frigidaire Water Coolerathey will guard against faitigue and boost morals.



### ... or operate a dealership?

Greet customers right at the door with the cool, sales-winning comfort provided by Frigidaire Self-Contained Air Conditioners. No more sales talks wasted on hot, uncomfortable prospects. Keep your entire force on its toes. And don't forget what Frigidaire Water Coolers can do to give a lift to customers, salesmen, and service employees, too,



Reach-In

Refrigerators



Frozen Food Display Cases

### Frigidaire

The most complete line of refrigeration and air conditioning products in the industry

BUILT AND BACKED BY GENERAL MOTORS

Your Frigidaire Dealer will be glad to show you how science, business and industry use Frigidaire products to save time and increase profits. Look for his name in the Yeilow Pages of the phone book. Or write Frigidaire, Dayton 1, Ohio. In Canada: Toronto 13, Ontario.



### THE HEMISPHERE

### THE AMERICAS Presidential Get-Together

As President Eisenhower's delegate to the inauguration of Mexico's President Adolfo Ruiz Cortines last December. Vice President Richard Nison ventured the President Richard Nison ventured the tives might meet soon. Later Nison tried the idea out on Re, who liked it. Last week Mexico's Foreign Ministry announced that the U.S. had invited Ruiz Cortines to meet Eisenhower at the Rio Mexico President had accepted.

For the occasion of their talks, the Presidents picked the deficiation of Falcon Dam, 75 miles down the Rio Grande from Laredo. Teass, A joint U.S.-Mexican project. Falcon is being built to ease the lower Rio Grande valley's crying water shortage (see NATIONAL APPARSA). Ike and Don Adolfo wild doubtless stress that it is a four-square piece of international cooperation: the nations pay for it in preportion to the benefits in power and irrigation that it will give each. The Presidents can also marved at the dam's size; end to end, it will be five miles lone.

### MEXICO

### Bali Ha'i-By-the-River

Night fell. Tuberoses and Jasmine scented the sultry air. From behind a bougainvillea-twined wall rippled chords from a guitar, and a liquid voice lifted up the slow-cadenced melody of La Sandunga

... I'm ugly, but I'm a lover, heart-

I'm like wild pepper, sweet mama, for God,

Burning, but delicious, heart-heaven. Ay, Sandunga, Sandunga!

Elsewhere, marimbas and flutes picked up the tune. In a dusty square 600 years old, graceful girls gathered, and three days & nights of fiesta, fun and fireworks, drinking and dancing got under way.

A Noble Rose. In such festivities, the little (pap. 1000) Mexican town of Tehuantepee calls to mind the huppy is faind of Ball Ha'i in James Michener's Tales of the South Profes; actually, Temporary of the South Profes, actually, Temporary of the Dan American Highway from the U.S.A. Set in a thorny and desberous the Control of the Con

Tehuanas are predominantly Zapotee Indians. a noble race with high-bridged noses. full lips and almond eyes. But among them. in many an eye of Tipperary blue. can be seen the heritage of an Irish volunteer detachment that fought there a

century ago. The Tehuanas show off their beauty with a graceful carriage, gained by balancing burdens on their heads. They dress up in expensive. fullskirted costumes, often rich purple or Turkey red; at fiestas they wear necklaces made from old U.S. five- to so-dollar gold pieces. Easy-laughing, they are honest-independent and, as the bulging-eved gringo tourist who has seen the unabashed Tehuanas bathing in the river can testify, painstakingly clean. Inhibitions hardly exist, as even their superstitions show; if a man feels an overwhelming urge to smack a girl's bottom. Tehuanas think he'd better do it, rather than restrain himself and thus make the girl the victim of his covetous evil eye.

Fun of Funerols. In merriment-minded of Tehusantepee, any pretest for a party goes; the commonest is a wedding. By goes, the commonest is a wedding. By goes, the commonest is a wedding. By goes, and the properties of the propert

☼ In the 188861 civil war between the Roman Catholic conservatives and the anticlerical liberals. The Catholic Irishmen saw it as a holy war, battled at Tehuanteper for two years, finally fell to the liberal forces of Porfitio Diaz, later (1877-1011). Merica, Dietarro-President. Last week's communal wingding, was staged solely to celebrate the tooth amiversary of the introduction to Tehuantsepe of La Sandamga, originally a Spanish fandanga. Because the song is now the town's own anthem, the occasion was the control of th

That night the town crowned a queen prety Bernarda Morales, daughter of a warehouse watchman, and daneed until dawn, For still a third day and night, the festa went on. Then, exhausted, Tehuantepec went to bed. Back of the bougain-villea-twined wall, a guitar plunked and a lazy voice rose up

. . . Lips like crumbled coral, heartheaven;

Open your arms, sweet mama, for God, And there let me sleep, heart-heaven. Ay! Sandunga, Sandunga!

### BRAZIL

### Pause for Retrenchment

Two years ago, in a hopeful effort to modernize Brazil's patchwork economy the U.S. and Brazil set up a joint commission in Rio to pass on rail, electric power and other projects suitable for develop-



TEHUANA GIRLS AT SANDUNGA FIEST. Better a smack than an evil eye.





ment leans. In the spacious cordiality of the hour, U.S. officials predicted that the joint commission's work would bring Brazil from \$350 to \$500 million in leans from the U.S. Export-Import Bank and the World Bank. Last week, with only \$122 million in such leans granted, the U.S. prepared to wind up the commission and send its members home.

Though Brazilians had known about and even assented to the liquidation as long ago as last November, they protested loudly when they saw that the U.S. was quite serious about it. 'U.S. BREAKS 173 PROMISE OF ECONOMIC AND, headlined Rio's Correio da Mankel, Foreign Minister (Jaso Neves da Erribusar out of the Property of the Property

pact with the C.S. Washington had relented to the work of the technicians were already heading for home, the U.S. agreed to prolong the iffe of the joint commission for another three or four nonths. Brazilian Ambassador Wallher another three or four months. Brazilian Ambassador Wallher Sagar million worth of electric-power loans would probably be granted before the end of June, and that the World Bank would probably be granted before the end of June, and that the World Bank would open a special office in Rio to keep the bank up to date on the hacklog of \$3.50 and the property of the

Such concessions served to quiet Brazilian fears that the \$300 million loan obtained last February to pay off dollar creditors might he lumped by the new U.S. Administration under the general heading of aid to Brazil, and thus used as an excuse to forget the rest of the joint commission's projects. They also helped make clear that, in the U.S. view, the basic question is not really whether Brazil should get development loans, but when, The Vargas administration would naturally like to start some badly needed projects right away. But Washington-notably World Bank, which is supplanting the Export-Import Bank as the primary lending agency - feels that Brazil must strengthen its currency, wipe out its trade deficit, and check credit inflation before it can take on any more debt, even for the worthiest of projects.

### URUGUAY

To the Bitter End

Uruguay's Chamber of Deputies last week ratified the 1052 mutual aid pact with the U.S. by a vote of 54 to 29. The treaty, similar to U.S. pacts with seven other Latin American countries, provides simply that Uruguay sell the U.S. strategic materials in return for technical military aid and training equipment. Nevertheless the pact had been the sole and bitter subject of debate in the Uruguayan Chamber since May 7 and was finally approved only after an angry session ending at 5 a.m. Opposition came exclusively from those extremist groups which have increasingly become the source of anti-yangui agitation in Latin America: Communists and right-wing nationalists working together.

### **ARGENTINA**

### Cinderella's Double

As current history's most spectacular logical subject for cinema treatment. Last week a winsome Parisian actress, her Monde hair combed back and tied in a bun as Evita used to wear hers, was in Buenos Aires seeking the leading role.

Andrée Debaro first heard that she looked like Evita a year ago, when she anpeared at a film festival in Uruguay (as a brunette). After Evita's death last July Andrée wangled a promise from France's Elysée studios to star her if she could get Argentina to approve the filming of the

Juan Perón received his late wife's dou-



ACTRESS DEBAR The President said oui.

ble at his suburban home. "I had a little stage fright at first," she reported later. "but after nive minutes you forget he's the President; he's just another man. He was very friendly. Very warm, Very enthusiastic. Very kind. He told me 'Your hands are just like my wife's.' He also said my figure was like Evita's.

"I explained what we wanted to do-to tell the story of the poor little girl who becomes rich and successful and the wife of the President and wears beau, iful clothes and helps the poor.

For two hours Peron talked to her in his faltering French. Then he said oui, Andrée could make the movie. That, however, was only "preliminary" approval. An Argentine commission will have to supervise the film. And all Perón's appearances will probably have to be spliced in from newsreels or official films.

Currently being seen in the U.S. in The Seven

# YEARS AGO

THE GREAT WORLD'S FAIR GAVE CHICAGO THE

# marck

The Chicago 'I WILL' spirit was shown by members of the Eitel family in 1893 when they opened the first Bismarck Hotel near the entrance to the World's Columbian Exposition. This enterprise has grown into a Chicago landmark in the very heart of the City, comprising the Bismarck Hotel, Palace Theatre, and Metropolitan Office Building.

On this double Anniversary, we dedicate ourselves to the continuation of our traditional



1893-1953

### THROUGHOUT THE YEARS,

### THESE OUTSTANDING FIRMS HAVE FAITHFULLY SUPPLIED THE BISMARCK

E. A. AARON & BROS., INC. . ARMOUR HOTEL SUPPLY CO. . BARCO REFRIGERATION B-H ELECTRIC CO. . BORDEN CO., ICE CREAM DIV J. E. BELL PRINTING CO. COMMONWEALTH EDISON CO. . DAVIDSON MEAT CO. COCA-COLA BOTTLING CO. EDWARD DON & CO. . IRA I. FISHER, INC. . FISHMAN BROS. BOY DELLIKE FOODS INC. ALEX GORDON, INC. . L. B. HERBST CORP. . HICKEY BROTHERS, INC. GLASSMAN & CO. .

GUS HODEL, MEATS . S. HOUSTON & SON . H. S. KAISER CO. . KRAHL CONSTR. CO. . OSCAR MAYER & CO. . METROPOLITAN ELECTRICAL SUPPLY CO. LETTERCRAFT MEYER SUPPLY CO. . NEW CITY PACKING & PROVISION CO. . NORTHWESTERN PRINTING HOUSE . THE PEOPLES GAS LIGHT & COKE CO. - REASITER BROTHERS INC

PENTECOST BROS., INC. T. A. REHNQUIST CO. REDSON-RICE, LITHOGRAPHERS . ALBERT PICK CO. MONARCH FINER FOODS . THEODORE RENZ & SONS CO. . ROTH-ADAMS FUEL CO. . JOHN SEXTON & CO. MARCUS RUBEN UNIFORM CO. . RUPRECHT & CO. THIESSEN PRINTING CORP. . W. M. WALKER, INC. . WESTERN HAITED DAIRY CO. WHITE WAY ELECTRIC SIGN & MAINTENANCE CO.

WESTINGHOUSE ELECTRIC CORP. WORLD PLUMBING CO. . VAN DYNE'S FLOWERS, INC.

45

### PEOPLE

Names make news. Last week these names made this news:

When her ex-hushand. Actor Burgess Meredith, such in Manhattan for a \$500-000 slice of what was once "community property." Cinematries Poulette Goddord asked the Supreme Court in Manhattan for some advice. A Mexican disorred Chorle Chopilin, disorred Chorle C

Skilled fictioneer though he is, J. B. (The Good Companions) Prisstley, 50. composed a series of letters that left Disford Archaeology Professor Charles Disford Archaeology Professor Charles Priestley wrote the professor from Japan ast fall, was only his good companion. But between the lines. Hawkes read more than a traveling literary collaboration. A Brittish judge agreed, granty callustrous conduct "mean and contemptible".

In London for a coronation fling before a schuduled \$5,000 appearance at the Heldeshalars in Las Vegas, Nev, ex-Gal. Coulting loggersen was sent a coolly worded engagement-breaking letter, beginning "Dear Sir" by the hotel's lawyers. Despite whatever the Danish doctors did, the letter said the Sahars's owners suspect that Jorgensen is "not now and never can be a woman." If a contract cancellation



REPRESENTATIVES COWLES & BRADLEY
After champagne, an off-beat rumba.



DANCER SUNDSTEN
After marriage, a \$200,000 question.

was not agreeable. "it will be necessary for us to demand medical proof... that you are a woman..." Snorted Jorgensen: "I have behind me some of the most important and brainy doctors."

After 3 years of complaining that her extramed husband. Winthrop Rockefeller, 41, kept her "hobo poor" and "stars,
"Borboro ("Bobo") Rockefeller, rot a \$1.000,000 trust fund that will pay her atta-free \$2.000 a year. Would the fund get father Rockefeller occasional custod who already show a liready has a \$1.000,000 fund of his own? \$3.61 Bobo: "The boy is not a can of it to be shipped over the country."

Caviar and champasme at the \$5;5:8-8-pillet Cornation Ball in London's Savoy Hotel revived two of President Eisenbewer's four official U.S. representatives after the long ceremon gold-braided full-frees uniform. General of the Army Omer Brodley launched into an enthusiastic office that make with Editor (Peur (Look) Cowlets, whose diamond that was regarded as anything worn by a great as anything worn by a great sa.

Flying a Canadian-built F-86 Sabre jet. Avairati Jacqueline Cochen whooshed to another pair of speed records over Edwards Air Force Base. Calif. After clocking 500-273 m.p.h. around a 13-pylon. Spookliometer course and 670 m.ph. in a straight 15-kilometer dash. Jacqueline pronounced the Sabre a safer plane, and easier to fly, than the prop-driven fighters of World Wart.

In London, cautious officials of the British Air Ministry decided that it would be "inappropriate that a flight in fighter

aircraft should be offered the Duke of Edinburgh" during his tour of the R.A.F. Fighter Command.

For those who raised eyebrows at the prominently lettered name on his office door in Kansas City's Federal Reserve Bank Building, Harry S. Trumon had a frank and forthright explanation: he was tired of visitors wandering in under the impression that it was the men's room.

In Munich, the crimes of lise Koch, "Bitch of Buchenwald," were still catching up with her. Already serving a life sentence for concentration-camp atrocities she was classified a major Nazi officnet by a German de-Nazification court. Her sentence: two years in a work camp and confiscation of all her property.

At 4:30 a.m. in her London apartment, robt-ry-prone (three times in four years) Skating Star Sonjo Honie woke with a scream, then doubted into the street in a harelout, unscreading pursuit of thieves who had stripped her bedroom of an Aleutian mink coat (\$18,000), an ermine coat (\$7,000), a mink jacket (\$3,500), two gold compacts, \$\$40 in cash.

Even before it appeared on the stalls, a reminiscent book by a foreign author promised to be a Parisian bestseller. The book: Mémoires. The author: Russia's Cotherine the Great.

Opening night at the new Parisian revue Voila glittered with bright stars of the international carriage trade. Trailing white satin. diamonds and lanky Hollywool Cowboy Gary Cooper, French Cinemactress Gisele Pascal showed up without her



AVIATRIX COCHRAN

After two whooshes, a pronouncement.

# One stands out!

Graduation and accompanying schoolday memories should be preserved. School and college yearbooks produced on Champion's Satin Proof Enamel or Wedgwood Coated Offset are a symbol of joyous memories for years ahead. These Champion papers result in quality photographic reproductions which impart a lasting pride in your class annual. These papers are also industry's choice, because of their outstanding pressroom performance and distinguished appearance.

### THE CHAMPION PAPER AND FIBRE COMPANY HAMILTON, OHIO

District Soles Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas and San Francisco



Symbol of Quality



### BETTER WEAPONS FOR FIRE FIGHTERS

During the past 75 years the national property loss from fire has totaled more than 22 billion dollars. Without efficient firefighting methods and equipment this huge loss would have been many times greater.

Providing better weapons to help fire fighters battle blazes has been an outstanding service of Hewitt-Robins since Maltese Cross Fire Hose was introduced in 1872. Today, Hewitt-Robins Hose is recognized as the standard of excellence for industrial, municipal and marine fire protection in water, foam, chemical and booster service.

For fighting fires, as well as for general industrial use—wherever dependable hose performance is required—you can be sure Hewitt-Robins has a hose that is specially designed and built to provide long, troublefree service on the job.

In fact, whether it's hose to handle liquids and gases—complete belt conveyor systems (both belting and machinery) to convey solids in bulk—or vibrating equipment to feed, screen or shakeout material. Hewitt-Robins can provide the most experienced answer to your particular problem.



Executive Offices, Stamford, Connecticut

DOMESTIC DIVISIONS: Hewitt Rubber • Robins Conveyors • Robins Engineers • Restitoom FOREIGN SUBSIDIARIES: Hewitt-Robins (canada) Ltd., Montreal • Hewitt-Robins Internationale. Paris, France • Robins Conveyors (S. A.) Ltd., Johannesburg • Export DEPAREMENT, New York City.

steady escort. Monaco's Prince Ronier III. Tubby ex-King Forouk shied at photographers ("Please, no pictures. The meet incognito."). Oldtime Singer Mourice Chevalier ogled the crowd, happily concluded. "Everybody, but everybody is here tonight!"

Talking for Collier's, the St. Louis Browns' ancient (somewhere between 45 and 55) Negro pitcher. "Satchel" Paige, gave his own rules for staying young: "Avaid fried means which

"Avoid fried meats, which angry up the blood.

"If your stomach disputes you, lie down and pacify it with cool thoughts,

"Keep the juices flowing by jangling around gently as you move.

"Go very light on the vices, such as



SATCHEL PAIGE
"Go very light on the vices,"

carrying on in society. The social ramble ain't restful.

"Avoid running at all times.
"Don't look back. Something might be gaining on you."

Only three years after he died insane and almost a pauper, the body of the great Russian Dancer Voslov Nijinsky was quietly exhumed from an unmarked grave in London's Marylebone Cemetery to be reburied beside other artists in the Montmartre Cemetery in Paris. The transfer martre Cemetery in Paris. The transfer was a tribute paid by Nijinsky's famous pupil, Dancer Serge Lifor.

Australian-born Explorer Sir Hubert Wilkins, 64, brown-bearded veteran of ten Arctic and Antarctic expeditions and a submarine trip that took him within 400 miles of the North Pole, was appointed a geographer in the Research and Development Division of the U.S. Army Quartermaster Corps.



# What can your wife tell you about flooring?

She can tell you how important it is to choose a floor that will wear...keep its beauty...and still be easy and economical to maintain.

She can probably tell you that floors that look alike are far different in their ability to resist traffic, dirt, stain, greases and oils.

But, it takes more than your wife's advice to select the right flooring for your business. You need the expert training and experience of the Kensile, Inc. Flooring Contractor... of the whether your problem is you own office... your staff's cafeteria... or manufacturing areas. You, your architect or builder, will find it pays to consult the Kentile, Inc. Flooring Contractor. Find his name under FLOORS in the Classified Phone Directory... or write: Contract Dept. Kentile, Inc. Brooklyn 15, NY.

You can save time, work and money by getting the right answers to these questions:

What are the big differences between the various types of resilient floors?

How can the right flooring increase production . . . reduce accidents in the factory areas?

Which floors resist greases and oils most effectively . . . for the longest time?

How can Kentile "quality" provide important economies in new construction . . . remodeling?

KENTILE • SPECIAL (grooseproof) KENTILE • KENCORK • KENRUBBER • KENFLEX



### All Chinese Eat Chop Suey



### - OH, YEAH?

When most people order Chinese food, the only dish they can remember is Chop Suey. And yet nobody in China ever heard of it. It's an American dish for Americans.

When many people are asked about Macmillan Ring-Free Motor Oils, they think of them as oils to clean carbon out of sluggish engines—to reduce ping.

But that's just another popular misconcep-

Actually the regular use of Macmillan Ring-Free Xtra Heavy Duty Oil prevents hydraulic values from sticking and more than pays for itself in the gasoline it saves!

### LOOK AT THESE FIGURES:

At 15 miles per gallon, gas consumed. 100 gallons
8% saving on 100 gallons gasoline. 8 gallons
Gosoline average cest* 28.63 cents per gallon
Savings (.08 x 28.63c)
Pinelades premium and regular arade.

### This \$2.29 more than pays for your oil drain of 5 quarts at 45¢ per quart.

Compared to other brands—under the same load, speed and road conditions—Macmillan Rings-Free Xrs. Heavy Duty Motor Oil in hundreds of tests in cars of many makes showed an average reduction in gasoline consumption of 8 per cent over all other brands of oil tested.

Start using Macmillan Xtra Heavy Duty Oil because it does such a wonderful job of cleaning. But keep on using it—month in and month out—because it reduces friction inside your engine, present befraulte valves / prosticking, saves wear and tear repair bills, makes your car stay newer longer and more than pay! for itself in the gas it saves!

### Muaeuellan

MACMILLAN PETROLEUM CORPORATION 530 W. 6TH STREET, LOS ANGELES 624 S. MICHIGAN, CHICAGO • 50 W. 30TH, NEW YORK

R S Macmillan President Dans Td

Macmillan Petroleum Corporation
530 West Sixth St., Los Angeles 14. Californ
Please send me your folder - "The Oil that Pays for Itself in the Gas It Saves."
Also tell me my nearest Macmillan

23	a	az.	

### -----

### EDUCATION

### The Right to Be a Buttinsky

On most campuses, no one would hink there was anything very strange about the ideas of Frank Richardson. A mild-mannered man with a distracted, schoolarly air, he is chairman of the biology department at the University of Neveda, has never done anything more unorthodox than ride to class on a motorcycle. But Richardson happens to believe in high academic standards and intellectual discipline. If standards and intellectual discipline. If with Visional Confession of the Confess

A former professor of education who was principal of the laboratory high school at the University of Minnesota. President Stout does not put too much store by conventional academic standards. Het thinks that an emphasis on such "discipline" subjects as mathematics. Ianguages and history is little more than "in-tellectual snobbery." Last fall, acting under this credo, Stout announced that Ne-dribt credo, Stout announced that Ne-dribt credo, Stout announced was standards at all, would take in any standards at all takes and take in any standards and takes any standar

"Mind Your Own Business." As head of the local chapter of the American Association of University Professors, Biologist Richardson felt he had a duty to protest. After one Stout speech, he made some pointed criticisms, during the question period, of the new policy. He was also critical when Stout abolished the faculty's Academic Council. Later, he committed what to Stout seemed the most serious offense of all: he began distributing about the campus reprints of an article by Historian Arthur Bestor Jr. (TIME, Jan. 5) of the University of Illinois. The article was called "Aimlessness in Education, and it echoed Biologist Richardson's opinions completely. It denounced the brand of education that many modern pedagogues are preaching, called for a restoration of intellectual content to the U.S. curriculum.

A few days after that, Stout summoned Richardson to his office, told him that he had been hired to teach biology, that he had been hired to have been a been been a been been a been

Stout eventually changed his mind about the other four, but his attempt to dismiss Richardson raised an academic hue & cry far beyond Nevada's borders. At the University of Illinois, dozens of facultymen signed a petition of protest; other petitions went the rounds at Stanford and



Nevada's Richardson To battle on a motorcycle.

the University of California. Meanwhile, four Reno lawyers offered to fight Richardson's case without fee. This week the case was up before the board of regents.

"I Will Defend . . ." At the hearing the administration's special counsel. Harlan Heward, did his best against Biologist Richardson. To help prove that Richardson was nothing but a troublemaker, counsel tried to get Harold N. Brown, professor of education, to denounce the distribution of the Bestor article as an effort to split the campus. Surely, said Lawyer Heward, the article had angered Professor Brown, No. said Brown, it had not, 'Well," cried Heward, "you must admit that the article wasn't any good." Answered Brown: "I never did agree with it. but that's a matter of opinion [Richardson | had every right to send it, and I will defend the best I know how that right."

All week's end, he board of regents was still trying to decide about that right—the right of a professor to hold to his own educational principles and to be a buttinsky when he feels those principles are endangered. But whatever their decision, some facultymen felt that Stoutism had leady carried the day. Said Author Walleady carried the day. Said Author Waldent), as he turned in his resignation as the administration is seeking to reduce the university to a manageable mediocrity."

### The Great Allergy

In the flowery world of commencement orators ("Commencement is not an end, but a beginning"), there are always dragons to be slain. Last week was no exception. The orators slew Senator McCarthy dozens of times: they jabhed at the Atom, slashed at the Soviet, spoke well of freedom—academic and other-

### Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos - the finest quality money can buy



### Here is mildness you can measure

See how PALL MALL's greater length of fine tobaccos filters the smoke

on the way to your throat



MALL's smoke becomes as it is filtered further through PALL MALL's traditionally fine, mellow

At the very first puff of your PALL MALL you will enjoy PALL MALL's cooler, sweeter smoking And your enjoyment of PALL MALL doesn't stop



tro length for extra mildness.

PALL MALL's greater length of fine tobacco travels the smoke further on the way to your throat—filters the smoke and makes it mild.

PALL MALL gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Outstanding...and they are mild!



America's most distinguished 35mm camera

### argus c-four



wise. But at Pennsylvania State College, one man took on a dragon that seemed to him more dangerous than all the rest. Said Clarence Manion, lawyer and former dean of Notre Dame's College of Law

"My criticism of modern education is that outside of the physical and mathematical sciences, it tends to become more and more cowardly in its finding of facts and less and less courageous in the exploitation of such facts as it finds. Whereas the physical scientist boldly builds his breath-taking, ever-broadening structures upon precisely exact measurements extending far within the ten-thousandth of an inch, our social and political scientists tend constantly to broaden their basic concepts out of all semblance to necessary foundational depth . . . In its progressively and ever more involved search for truth, so-called, the mind of our typical social scientist is now so wide open that it is utterly incapable of holding and containing anything for sure or certain.

Change Without Notice. "This allergy to absolutes has recently spread from the campus to the courts. It scars the modern mind with but one conviction, namely, that every and any conviction is always subject to change without notice. As pure intellectual exercise, this hypothetical school of political science is entirely detensible. For the sake of pure political hypothesis, it makes little difference whether man is a creature of God or the hind end of a happenstance. But for the sake of American freedom in its life or death struggle with Communism, it makes all the difference in the world. For it so happens that the foundational, supporting concepts of the structure of American freedom are very deeply and dogmatically laid . . .

The United States is not a mere matter of population and geography. It is the mearmation of political convictions. It is the one political structure in the world's history that was built consciously and deliberately from precise, mathematically calculated specifications on a vacant lot cleared for that purpose in 1776. The mathematical certainties are described in the specifications as 'self-evident truths. They describe the certainty of an Almighty God, the certainty of human equality before God and therefore before the law of the land, the certainty of the divine origin of human rights and duties. and last but not least, the certainty that civil government is merely man's appointed agent for the protection of God's gifts. These are not mere matters of faith: on the contrary, they are stated as

Servant of Men. "These specifications raise no question about the nature of man or the purpose of government... The specifications settle these questions firmly

matters of fact.

It is the fact of God and God-given rights that debases American government into a servant rather than a master of men. It is the fact about the true equality of men that clashes critically with the equalitarianism of the challenging Marxists . . The equality of men is before

### The friendly people you'll meet in Britain this year

"Oyez, oyez," it's a warm, smiling land-this Britain. Everyone you meet, from the London Bobbs at Buckingham Palace to the Uster fisherman mending his lobster pots, is joined in the happy assignment of making you feel "at home" They all speak your language, too, since Britain is a foreign country is west a foreign tongue You're wonderfully at ease the moment you step foot on British soil, and Aonire among friends! See your Travel Agent and come to Britain this year.



The sparkling smiles and fancy costumes



"It's welcome you are" to a village square in the Antrim Glens of Northern Ireland. These little pigs that went to market are direct descendants of those once herded by Saint Patrick on nearby Slemish Mo



These Scots lasses invite you to share





All over Wales you'll find the traditional Welsh costume...as well as traditional Welsh hospitality.

British festivals, too, are friendly. This is the Shake-speare Birthday celebration, Stratford-upon-Axon.



God and the law. Beyond that point each man is personally, naturally, and eternally distinguished from every other . .

These are the supporting facts of American life which are threatened by the agnosticism of prevailing political sciences. These convictions are vital to the success of our defense program . . . The cruel contest between freedom and slavery thus moves from the battlefield into the classroom. The call is not merely for the revival of faith, but for the resurrection of fact.

#### Kudos

#### Boston University

Charles Habib Malik. Ambassador Ex-

traordinary and Plenipotentiary of Lebanon in the U.S. LL.D. Edward A. Weeks Jr., editor of the Atlantic Litt.D. Henry Cabot Lodge Jr., U.S. representative to the U.N. LL.D.

### Coe College

Bourke B. Hickenlooper, U.S. Senator from Iowa Arthur Holly Compton, Nobel Prizewinning physicist, former chancellor of Washington University ... D.Sc.

### Columbia University

Crawford H. Greenewalt, president of E. I. Du Pont de Nemours & John W. Davis, lawyer, 1924 Demo-

cratic candidate for President LL.D. Luther Evans, Librarian of Congress

Jean Monnet, president of the High Authority of the European Coal and Steel Community ..... LL.D.

Citation: "France's leading economic planthe interests of all free men and all free

### Dickinson College

Douglas McKay, Secretary of the In-LL.D.

#### Georgetown University Carleton Hayes, historian, onetime U.S.

Ambassador to Spain . . . . Litt.D.

#### Hebrew Union College (Cincinnati) Arthur Hays Sulzberger, publisher of

the New York Times ..... L.H.D.

Citation: "Worthy scion of a noble family, carnest and reverent Jew who has constantly upheld the ethical teachings of ently to strengthen the intellectual and social foundations of our country . . .

### Howard University

Sir Sarvepalli Radhakrishnan, Vice President of India .... Branch Rickey, general manager of the

Pittsburgh Pirates ..... Citation: "You brought Jackie Robinson

ican baseball, they will come upon the

# keep cool naturally

... with Emerson-Electric hans



R EMEMBER last summer? A real scorcher. This year keep cool with Emerson-Electric fans and you will keep cool naturally!

These dependable fans will bring cooling breezes into every room of your home. You can choose from 58 models-every one a big breezemaker, yet quiet as a whisper. The famous 5-Year Guarantee is yours without extra charge.

Like to see for yourself? Visit your Emerson-Electric Retailer or write today for free illustrated folder No. 908.

#### THE EMERSON ELECTRIC MFG. CO. ST. LOUIS 21, MO.



Low-Table Fan. 12" blades, 3-speed motor. finished in metalescent mahogany, 5-Year Guarantee

Overlapping-Blade Oscillators. 10", 12" and 16" blades, finger-tip oscillation control, metalescent bronze finish, 5-Year Guarantee.







### **Shoot Better** COLOR . . . Easier!

You'll like the new G-E Mascot meter. Tells instantly how to set your camera for color movies, slides, stereo. Pays for itself in film and pictures saved. Easy to read as a watch. See it at your photo dealer's . . . \$13.93"





GENERAL (%) ELECTRIC

story of this great creative change . . . creative change arose out of the deeply religious heart of . . . Branch Rickey

### Johns Hopkins University

Walter S. Gifford, former chairman of the American Telephone & Telegraph Co., former U.S. Ambassador to the Court of St. James's ..... LL.D.

Citation: "A man of many facets, he labors diligently in behalf of cultural, scientific and humanitarian institutions . man who exemplifies the true meaning of

#### Kenyon College

Leverett Saltonstall, U.S. Senator from Massachusetts ..... LL.D.

Citation: "In recognition of his New England decorum and quiet firmness in high office, his leadership in the American acceptance of world responsibility, and his probity in all matters concerned with the

#### Lincoln University

Pearl Buck. Nobel Prizewinning nov-L.H.D.

John S. Fine. Governor of Pennsylvania Jacob K. Javits, U.S. Representative

from Manhattan's 21st Congressional .....LL.D. District

### University of Nebraska

Herbert Brownell Jr., U.S. Attorney General .....LL.D.

University of North Carolina Robert Frost, poet ...... Litt.D.

### Rutgers University

General Alfred M. Gruenther, Supreme Allied Commander, SHAPE LL.D.

### St. Lawrence University

Sherman Adams, assistant to President Eisenhower LL.D. Marjorie Kinnan Rawlings, novelist .....Litt.D.

### Trinity College

John J. McCloy, former U.S. High Commissioner for Germany LL.D. Citation: "A man versed in law and the

arts of government . . [He] served as U.S. High Commissioner with such energy and steadfastness that he has been called the godfather of the Bonn Republic . .

### Yale University

James W. Fulbright, U.S. Senator from Arkansas

Citation: "You have made universities your debtor by forwarding the scholar-ships that bear your name. You have shown in the Senate . . . the qualities of integrity, magnanimity and imagination

Citation: "Creator of a whole gallery of

real but incredible people, and a world of almost human animals, your generosity of spirit, independence of thought, and sense of the incongruous have combined to make you master of all the arts of comedy, champion of the wisely absent mind and the secret life . . ."

### HOW TO GET A FILLI NIGHT'S SLEEP

J. P. Van Winkle Pentidant

StitzeLWaller Distillery Louisville, Kentucky Established 1849



There's a sign on our distillery gate that pretty well tells what breed o' cat we are.

The sign reads-"We make fine bourbon . . . at a profit if we can at a loss if we must . . . but always fine bourbon."

Over the past hundred years we've made bourbon both waysat a loss and at a profit. But nary a drop has ever been made except in the one costly, old fashioned sour mash way we know is best. Our main concern has always been perfection of product, pure and simple.

One peculiarity of our business is that production is always four to eight years ahead of our market. Which might worry some folks!

Since there's no way of guessing what's around the corner that far ahead, we operate on the principle that there will always be enough customers who appreciate our kind of whiskey to use up the limited amount we're able to make at the price we've got to ask.

So we pay no mind to the longhaired prognosticators, get our full night's sleep, and keep our still abubbling!

Your business or profession, too, is supplying a quality product or service. So you'll know what I'm driving at. I've been around a good many years, and have seen more enterprises succeed in the long run by paying more heed to quality than to either price or profit. One takes care of the other. Since you deal in quality, you

necessarily entertain with quality. So OLD FITZGERALD is for you.

We invite you to join the inner circle of business hosts who have discovered its unique and enjoyable flavor, and find it good business to share, in moderation, with associates and friends.

Bonded 100 Proof Original Sour Mash Kentucky Straight Bourbon



RUSHMASIER Industries and municipalities requiring right-of-way

clearance today hail the brush cutting wizardry of sensational Brushmaster, Lightweight (just 35 lbs.), easily carried, operated by one man. BRUSHMASTER SAW is the legical solution to costly brush cutting.

BRUSHMASIER SAW DOES THE WORK OF

SIX HAND CUTTERS

Rugged, dependable BRUSH-MASTER clears brush, brambles, bush, briars . . . even saplings up to 4° in diameter. See it today.

For name of nearest dealer BRUSHMASTER SAW, INC. HAR. Arms Co., Utd., or cololog, write to 290 West Street, Keene, N. H.

Subsidiary of Harrington & Richardson, Inc.

NOTHING TO BUY! YOU CAN WIN ONE

- OF THESE WONDERFUL PRIZES • 1st PRIZE-1953 CADILLAC
- . 2nd PRIZE-\$1,000 CASH
- · 3rd PRIZE-\$500 CASH • 20 PRIZES-\$25.00
- IN CASH EACH! Simply complete, in 50 words or

less, this statement: "Brushmaster has made all previous methods of cutting brush obsolete because\_

Mail entries to H & R, P.O. Box 173, New York 46, N. Y. GET ENTRY BLANKS AT YOUR BRUSHMASTER SAW DEALER

If you wish, contest entry blank with complete rules will be sent on request, Write H & R, P.O. Box No. 173, New York 46, N. Y. CONTEST CLOSES MIDNIGHT, JULY 31, 1933.

See these NEW products of one of America's OLDEST industries



320 Park Avenue, Worcester 2, Mass.

ALL H. & R. AND BRUSHMASTER PRODUCTS Manufactured and sold in Coneda by H. & R. Arms Co., Ltd. 1037 St. Antoine St., Montreal, Quebec

### RADIO & TELEVISION

### Rule Britannia!

The race to bring the copromation film U.S. TV was lost by the firever competitive harses (CBS and NBC) and won by the caspoing fortoise (ABC). In fact stays—thome ABC did not even realized to the competition of the compet

While ABC waited, CBS and NBC worked feverishly against time. In England, hoping to steal a march on its rival. share it with AHE in return for parmision to cut in on AHE seaky from Montreal to Buillab. AHE agreed, Next day, AHE has team to reason to feel carrieved when NE Donasted in full-page newspaper ads: "Next of CHRNATHON CHERGE TOPPER ALL NET CHRNATHON CHERGE TO CHERGE

Home Ground. Why had NBC and CBS wasted so much time and money instead of following ABC's sensible course?

THE WINDSORS & FRIENDS WATCHING THE CORONATION IN PARIS
The tortoist beat the ligres.

NBC horrowed a Canherra jet homber, leaded in with their own and CBC's first films of the coronation, sent it off two hours ahead of the three Canherras that were standing by to carry the films of all the networks to Goose Bay, Labrador. Two hours out over the Atlantic, NBC's special jet ran into mechanical trouble and had to urn back.

and fisio to turn locks.

A When the first of the posted first of

its afternoon program and offered to

For two reasons, both of which turned out to be foolish: 1) their competitive frenzy, which blinded them to everything except beating the other network, and 2) the groundless fear that the quality of the films and commentary made by the British would not be up to U.S. standards.

Actually, the British TV overage was a treining of taste as well technique. Many Britons had feared that technique and the comation would vulgaries it but even the London Times observed that posteries may well judge the telecard one of the wises! acts." To the millions who wises did not consider the substantial to the control of the wises! acts. "To the millions of viewes the coronation on TV sets in British with the properties of the property of the properties of the propert

Dutch experts excitedly predicted that BBC's fine performance would lead to an international European TV network by fall. The BBC's Peter Dimmook, who was in charge of the Abbey telecast, found that just watching the Queen from his control hut outside Henry VII's chapel was "so overwhelming that I nearly forgot to call in the cameras. But nothing week

wrong. It was miraculous.

Prolably no other great public event has ever been telecast with more efficient by the property of the property of

### Summer Shift

In June, when the major TV shows go off on vacation, the networks have a chance to give trial runs to novel, out-ofthe-ordinary programs. But they seldom take such a chance. Instinctively, they prefer the familiar and inexpensive to the unusual and experimental. Last week, replacing Your Show of Shows with Satur day Night Revue, NBC stuck to the familiar variety format as a showcase for some likable new talent. Starring Compuser Hoagy (Stardust) Carmichael and directed by Sid Miller (who often plays literate TV comedy with Donald O'Connor), the Revue introduced a Martha Raye-type comedienne named Helen Halpin, rubber-faced Comic Jackie Kannon ("I studied dramatics under Senator Me-Carthy"), and, best of the lot. George Gobel, who deadpanned a funny monilogue about a lost bowling ball, Some other changes this month

SHOW REPLACEMENT
Red Buttons Masquerade Party
Amos 'n' Andy Tales of the City
Milton Berle Brak the Bank
Your Hit Parade Private Secretary

### Program Preview

For the week starting Friday, June 12. Times are E.D.T., subject to change.

Eddie Fisher Show (Fri. 8 p.m., NBC). With Don Ameche, Marguerite Piazza, World Music Festivals (Sun. 2:30 p.m., CBS), Norwegian music, drama and folk-

Crime Classics (Mon. 8 p.m., CBS). The first episode of a new series. Martin & Lewis Show (Tues. 9 p.m., NBC). Guest: Joseph Cotten.

LEVISION

Plymouth Playhouse (Sun. 7:30 p.m. ABC). Robert Preston in Baby and Me. Comedy Hour (Sun. 8 p.m., NBC). Bob Hope, with Rosemary Clooney, Frankie Laine.

Ford's 50th Anniversary Show (Mon. 9 p.m., CBS & NBC). Starring Ethel Merman, Mary Martin, Marian Anderson, Ollie the Dragon, Wally Cox and others.



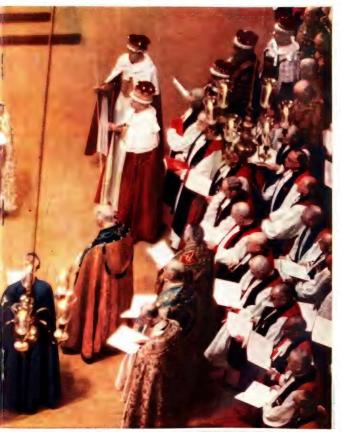
### BRITAIN CROWNS A QUEEN

FOR the 2.000,000 people who crowded London's streets, and the uncounted millions more who watched on television, the coronation ceremony of Elizabeth II unfolded in a glittering display of tradition, religious-rite and storybook pageantry. Above: the ornate, 102-year-old state

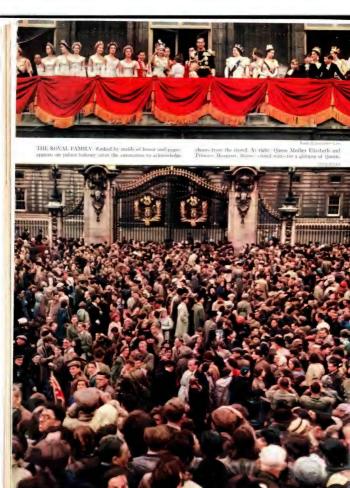
coach, bearing the Queen and the Duke of Edinburgh, leaves Buckingham Palace at three-mile-an-hour pace on the way to Westminster Abbey, Below: royal foot quards in bearskins, streaming down the Mall under decorative arches, swing past the crowded stands at Victoria Memorial.







ARCHBISHOP OF CANTERBURY FACES HER; BISHOP OF DURHAM IS ON HER RIGHT, BISHOP OF BATH AND WELLS ON LEFT.



### THE PRESS

### Headline of the Week

In the Washington Times-Herald, over a story describing the events which bring the egg to the breakfast table:

> HEN HAS SMALL BUT ESSENTIAL ROLE WITH EGG

### Proof

In the early days of television, new men often made dire predictions that TV would cut deeply into newspaper circulation. But they soon found out they were wrong: TV reporting of major news events seemed to whet readers' appetites for stories about them. Last week, when 40 million TV-viewers watched the British coronation, soaring newspaper sales all over the U.S. proved again that newspaper circulation thrives on TV. Said the New York Daily News: "Movie reels were rushed across the Atlantic . . . and fed into TV as fast as they arrived. The radio . . . brought the sounds of the coronation to the U.S. within seconds [and | we didn't look for any sensational sales. As things turned out, we actually sold 100,000 copies above normal, and could have disposed of 50,000 more if we had printed them. That was nothing short of sensational. The other newspapers around town had similar experiences . . .

### The Good, Gay Times

When Turner Catledge, a good, lively reporter, became managing editor of the New York Times two years ago, he started a quiet revolution to liven up the nation's No. 1 paper. Among the changes: sharper. more concise writing, more feature stories, better pictures. Time-style paragraph marks to break up stories, sprightlier headlines. One means of communication with the Times's massive staff 120 editors. 600 reporters. 80 copy editors): Winners & Sinners, a lively, irreverent house organ originated by Assistant Managing Editor Ted Bernstein, Bernstein's "bulletin of second-guessing" raps staffers when they are heavy-handed, sloppy or inaccurate (without mentioning names), and cheers them when they are bright (mentioning names). "The Times," says Bernstein, 48, "doesn't have to be dull just because it's the Times," Tixing Kilt. Bernstein's most forceful

Imag Nir. Bernaten most torecut authority of the comment of the co

Writen are crisply advised to avoid citches and never, never to use such tired words as "shambles" (a "scene of slaughter, not meetly a wrecked place") or hike is a tramp and a tramp is a bum and bum is the word for hike. It stamp and a tramp is a bum and bum is the word for hike. They are also warned against words that may trip up printers, e.g., tow-head. Thus, one story in the Timer said; "To bright, two-headed bus placed," "But have been supported to the printers, e.g., they have been supported by the printers, and they have been supported by the printers, and they have been supported by the printers, and they have been supported by the printers and the printers and they have been supported by the printers and they

Plugging for less stuffy language. Bernstein noted "microcosm merchandising, macrocosm and meteorology all in one lasteless sentence." and suggested Timesmen write with "prep school kids in mind constantly. You'll need them to pay your salary by and by." After discovering



EDITOR BERNSTEIN

"Thankestiving has come and gone and Christmas is upon us and there doesn't seem to have been a single turkey dinner served up in the news columns "with all the fixin's." Bernstein joyfully wrote: "Innkeeper. wine all around!" He also pounces on sloppy checking of names. "Stepperd Sicone" Bernstein noted turt-by: "He used to work here [as assistant the sunday edition] and his name is Shepard."

Unlikely Commo. Winners & Sinners (circ. 1000) has proved popular at the Times, goes to all the paper's bureaus (recently it slapped a forcine correspondent for beginning one of his dispatches in this greacome fashion. "Unless comma which is deemed highly unlikely comma.") four greatening fashion begun to ask for it. Bernstein hopes that it will eventually improve the Times have also begun to ask for it. Bernstein hopes that it will eventually improve the Times are writing to the point where the "printer [can] delete that 'r' in 'the good gray Times.")

### AIR-MAYING FAGIS



MORE SUNLIGHT IN THE COUNTRY? If you think that the sun shines brighter in the country, it's not just your imagination. Due to smoke and dust in the air, there's 30% less sunlight at the center of an industrial city than at the city limits.



KEPS: FIREMEN OUT OF KITCHENS! Air-Maze Greastop filters snatch dirt and grease droplets out of the air, help to prevent fire hazards in kitchen exhaust ducts. It's one of hundreds of filter types designed by Air-Maze—the filter GREENCES.



CLEAN BILL OF HEALTH FOR OIL! Harmful abrasive particles are removed from engine lubricants and fuels by Air-Maze liquid filters. Special "dise" construction provides many times more effective filter area than other types. Filter is all-metal. Like new after cleaning.

WHETHER YOU SUILD OR USE engines, compressors, air-conditioning and ventilating equipment, or any device using air or liquids—the chances are there is an Air-Maxe filter engineed to serve you better. Representatives in all principal cities, or write Air-Maxe Corporation, Cleveland 28, Ohio.

### AIR-MAZE The Filter Engineers

AIR FILTERS SILENCERS SPARK ARRESTERS LIQUID FILTERS OIL SEPARATORS GREASE FILTERS

### A Winner at Epsom

Gordon Richards is a tiny 'f4 ft. 113, in 112 lbs. 1 and well-beloved Englishman of 40 who has ridden more winning hores (4,670) than any other jockey alive or dead. When Gordon Richards name timed up last week on Queen Elizabeth's timed up last week on Queen Elizabeth's ceive the first knighthood ever conferred on a lockes millions of Britons heamed with sentiment. Five days later they made his horse Pinas a 51 or Colworite to win the one great race in which Jockey Richthe one great race in which Jockey Richton of the control of the control

Over the rollerscuster mile-and-s-half turf of Egom Downs, Jockey Richards and Pinza justified their bettors' faith. At the last turn. Jamed Tattenham Corner Richards saved ground by snugging close where Richards of the horses have been tiring for a generation. Pinza proved to be a stayer. At the finish. Richards had his first Derby winner, by four lengths.

eth's Aureole

### Fastest American Mile

Wes Santee is a stringy ooyear-old who runs for the University of Kansas track team. A year ago his coach decided that Santee's best chance in the Olympies was it a distance; 5,000 meters, where the competition for places on the team was not so tough. Wes rande the grade in which was the competition for places on the team was not so tough. Wes rande the grade where the same is a support of the competition of the place of the place

He did well in collegiate circles setting a record for the mile in 4766.1. a 14766.1 a fortuight ago. But there was no real competition for him, no one to test his utperpetition for him, no one to test his utperpetition for him, no one to test his utperpetition for him, no one of the common force of the c

At the starter's gun Belgium's Reiff set a the page, running, the first, quarter to a set page, running, the first, quarter to a set page, running, the first quarter to the variety of the page of th

California Shot-Putter Parry O'Brien, who broke a distance barrier a fortnight ago with a world record toss of sq ft. jin., set up a 60-ft, standard for himself at the Compton meet with another record

heave: 30 ft. 24 in.

### Young Man on Olympus

(See Cover)

In Chicago one day last week. White Sox Pitcher Billy Pierce. a Ichihander. stared moodliy down the 60-ft, stretch between the mound and home plate and faced a special problem. At the plate stood a com-haired younnester just four evers out or com-haired younnester just four evers out yours, epilled, and high school, with New Yours, epilled, and high school, with New Yours, epilled, and high school, with New As it must to all other clubs in the American League, came the planging question: What does a pitcher throw to Mickey Martle of the New York Nankees?

But cocked righthanded, fingers flexing and caressing the handle. Mantle crowched at the plate and waited. As the pitcher into his windup. Mantle due his spakes more firmly into the hatter's box hunching his fullback's body (5 ft, 11 in. rog lbs. into a deeper crowch. The pitch bulleted toward him at something like So mp.h.—a fast ball. letter high, over the

outside corner of the plate.

Mickey Mantle set a muscular chain recretion in motion. Starting in the ankles rippling through knees, hips, torso, broad shoulders and 17-in, bull neck, he brought his bat around in a perfect arc to meet the bull with a sharp crack. High and deep it sailed. The White Sox centerfielder, plays ine deep, went a few steps back, then stood, face updrurned, as the ball sailed over the fence for a 42-54. home run.

The next night in St. Louis it was the turn of another pitcher, a righthander this time, to face New York's No. 7. To



Wes SANTEE One second to go.

cam the slight advantage which lefthanded batters are relieiously believed to enjoy steins! righthanded patchese and vice the stein slight sli

Tornstiles & History, As the proprietors of an expensive ten-are layout of steel, concrete and lovinely tailored grass in The Brons known as Yankee Stadium The Brons known as Yankee Stadium of a rich and underscall near today fall of a rich and underscall so seen and there will never be another DiMaggio-plat as there has never been another Bable Bill. For another Lou Gehrig, (Yankees Bill. 1997), and the stadies of the seen and the seen and the seen another Dimagnio-many fall propriets on the result of the seen and the

Like a few stars of the past, and like the St. Louis Cardinals Stam Musial, or Baston's Ted Williams (now a marine fighterpitot in Koreas). Mantle is that combination of color, speed and power-at the plate that make basefull turnstites spin. Natthat make basefull turnstites spin. Natduly diminished enhanced to the color American Leauce (du) women. Mantle makes their turnstites spin, too, and in a year when TV has all club womens worried.

Baseball fans are still talking about the historic homer Mickey hit in Washington this spring. The 565-ft, hit, the first that ever carried over Washington's centerfield wall, was the longest home run ever measured (Time, April 27). It sent sportswriters scurrying to the records, trying to compare it with some of Ruth's reported (but unmeasured) 600-footers. Like Ruth Mickey hits towering homers. Like Ted Williams, he smacks crackling line drives, Like DiMaggio, he beats out hot-tohandle grounders if an infielder makes a split-second bubble. Blessed with a sprinter's speed -he has been clocked at 3.1 seconds traveling the 90 feet to first base -he is one of the fastest men in baseball.

As a centerfielder, Mantle still has trouble judging line drives hit directly at him and occasionally he misjudges a fly hall. He has proved a quick study in the jub of covering Vankee Stadium's center field acreage, and his throwing arm (his tright) has whipping speed. Base runners

have learned not to take liberties with him. Mantle's hest fielding advice came from Vankee Coach Tommy Henrich two years goo. Said "Old Reiblibe". "Do what I rell you—and watch DiMaggio." Outfeelde Mantle has a confidence horn from experience, now. "Standing around the outfield I used to hope that they wouldn't his to me. I was afraid I'd drop it. But now I just catch it and throw it in."

This kind of casual, frank statement, given in an offhand manner, has raised





SWITCH-HITTER MANTLE HITTING ONE RIGHTHANDED
What can a pitcher do?

Mike Sho

some doubts among professional worriers about Mantle's competitive spark, Ordinarily phlegmatic, like DiMaggio, Mantle was not cast in the same hot mold as the fiercely competitive Ty Cobb or the fiery Frankie Frisch, the most notable switch hitter baseball produced before Mantle, But in the Yankee dugout, out of sight of the crowd. Mickey has been known to kick the water cooler or bruise his knuckles on the concrete walls in moments of angry frustration after striking out. Nowadays, reflecting the restrained professional pride of the Yankees. Mantle has learned to bottle up his anger over a strike-out or a miscue. "I try not to let it bother me." he says placidly.

Mickey lets his bat do his talking for him. This week Switch-Hitter Mantle was the No. 1 batter in the American League, with a .347 average, 39 runs batted in and eight home runs.

Doy & Night. For this kind of work and for the customers he draws to Yankee Stadium by day and by night. Mickey Mantle is heing poid about Six-Booo a year one high as star stalaries go, but a nice control of the star star stalaries go, but a nice season as a major leaguer. Moreover, in addition to his salary. Mickey's new public eminence brings him a variety of other rewards. This season he is profitably endorsing Wheaties. Camel ciagrettes. Gemedicate the star of the s

Like a movie star, he can no longer handle the steady stream of lan mail which pours in at the rate of 1,200 letters a week. The Yankees answer it for him. This spring, with the help of a New York basehall writer named Ben Epstein, he published one of the very few autobiographies ever written of a man barely old enough to yote: The Mickey Moulle Story.

He is learning, if he has not learned already, the routine of the big-city celebrity, including banquets. TV and radio appearances, thrusting autograph books, phone calls from strangers at all hours. He takes all this with a mixture of dutiful politeness and a country man's caution. But he can also rise to an occasion. Last month he was presented to the Duke of Windsor, who had just watched the Yankees for the first time in his life. The duke wanted "particularly to meet that switcher fellow,"

"I've heard about you," said the duke. Said Mickey, embarrassed but not to be outdone: "I've heard about you, too."

With endorsements and personal appearances. he stands to earn about \$30,000 above his salary this year. After one television appearance, for which he got \$400 for speaking a few lines, Mickey said: "My father used to kill himself for eight weeks earning that."

A Stor Is Born, Mickey Charles Mantle, born and raised in Olikahoma, was dedicated to the major leagues before he was even born. His father, Elyen Charles Mantle, known as "Mutt." spent most of his working life in the Olikahoma lead and zinc mines around Commerce (pop., 2442). but the his jinterest of his life was baseball, Mutt Mantle had been a sandtot player; Mutt's son was to be a bis-leaguer.

Mickey remembers that his father never bothered to read anything except the sports section of the Daily Oklahoman. "Section of the Daily Oklahoman." Mickey. "He used to say that it seemed to him like he just died in the winter, until the time when baseball came around again."

Two years before Mickey was born, in tiny (pop. 213) Spavinaw, Okla., Mutt Mantle told his wife Lovell that their first child would be a boy, and that his name was already picked; it would be "Mickey. in honor of Mickey Cochrane the hard-hitting catcher of the Philadelphia Athletics. ("I don't think he ever knew that Cochrane's real name was Gordon," says Mickey,) In good time the baby came, and Mutt Mantle had his way, The baby's middle name. Charles, came from both of Mickey's grandfathers, but especially from Grandpa Charley Mantle, another sandlot ballplayer.

Before his eyes could focus. Mickey got his first baseball. His father offered the baby his choice between a bottle and a ball, and was momentarily frustrated when Mickey did not reach for either.

"First, Second, Third." At six months. Mickey's mother officially clothed the baby for his future work by making him a visored baseball cap, complete with button on the top. Mutt taught him to count by reciting the bases, "first, second, third." At six years, he had his first uniform, cut from a pair of Mutt's old playing pants.

By that time the Mantles had moved to nearby Commerce, and Mickey's official baseball training had begun. With his lefthanded father and his righthanded grandfather taking turns toosing a tennisball to him. he was taught switch-hitting from the start: his natural righthanded swing against father, a lefthanded swing against grandfather.

In the Mantle game, a ground hall or a pop-up was an out, 2 line drive off the side of the house was a double, of the root a triple, over the roof a homer. The daily drills often lasted five hours. Recalling it without rancor. Mickey says: "I'm probably the only kid who ever made his old man proud of him by breaking a window."

By the time he was ten, Mickey was

catching in peewee baseball, in Oklahomais Gabby Street league. One day Mutt Manlic caught his son batting righty against a righthander. He sent Mickey home with an ultimatum: "Don't you ever put on that baseball uniform again until you switch-hit like I taught you." Mickey has not failed to switch since.

Respected Advice. At Commerce High School Mickey was a three-letter manbaskethall, football (against his father's contained to the contained to the contained to contain the contained to the properties of the Back Mantle got a kirk on the phomose Back Mantle got a kirk on the phomose mother sasked the leg. By the next mother sasked the leg. By the next sometime Mickey's whole lower leg was sometime Mickey's whole lower leg was sometime of the contained to the contained him to Oklahoma City, where the doctors made a diagnossi of outcompelling.

The shin kick had caused a blood clot next to the bone. The clot became infected and inflamed, spreading the bad



CHANEL



THE MANTLES AT HOME\* The duke was impressed.

Unit Pest

infection into the bone. There was talk of amputation. Penicillin and distribution amputation. Penicillin and distribution was a period of the penicillin and penicilling saved the leg, but while such infections can be curbed, they are submitted to cure. Mickey, who make the possible to cure. Mickey was the penicilling the penicillin

At 1.6. Mickey was playing abortstop, for the Baxter Springs White Kids in the Ban Johnson League. He was big enough to deserve at least a perfunctory glance from the baseball scouts. But nobody seemed intered to the seemed of the seemed to the White Kid Banders, and the seemed to the White Kid and the seemed to letter, at they will long remember, long hunters for the Chicago White Sox and Boston Red Sox also passed up the chance club tryout. Charles Mante a farmcible tryout.

One man to whom the message came was Yankee Scout Tom Greenwade, one-time chief scout for the Brooklyn Dodg, ers. Greenwade watched Mickey Mantle play shortstop for the Whiz Kids one night in 1949. Mickey, who had graduated from high school that day, banged out a single, a double and a home run.

After the game, Mickey, his father and Greenwade talked terms. Greenwade offered Mickey a contract with Independence. Kans., a Class D (bottom rung) Yankee farm club, at \$140 a month. Mutt Mantle, who had raised his son from the cradle to be a ballplayer, never considered demanding a bonus. But he pretended to bargain. He pointed out that Mickey could make more by working in the lead mines and playing semipro ball on weekends. In a day when raw rookie high-school talent was selling for signature bonuses of \$50,000 and up. Mickey Mantle joined the Yankee farm system for an extra \$1.150.

At Independence, in 8g games, Shortstop Mantle batted 343. It was good enough to earn him a trial at the Yankees training school at Phoenix Aris, the next training school at Phoenix Aris, the next properties of the properties of the properties of the homan results of the properties of the spints, Yankee Manager Case of the Mickey did. He moved up a notch that Mickey did. He moved up a notch that walloping 343 im (Class C), and hit a walloping 343 im (Class C), and hit a

Shortstop Mantle made a mark of an-Shortstop Mantle made a mark of anticle of the state of the state of the state of the began at the state of the state of the state of the began at the state of the state of the delta of the state of the state of the state of the forest of the state of the state of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of the state of the doings of some 300 of t

Trumpet Blosts. After his seasons at Independence and Joplin. Mickey reported to the Yankee spring training camp at Phoenix in 1951. What came next was a

@ From left: Roy, Mickey, Lovell, Larry, Mutt. Ray.



Remember the kid down the street who got the time signals from Arlington on his crestal set? It all depended on a wire so thin that called it a "cal calaska". Now with the help of modern electronic systems, you can talk from your moving car even to an irrplane (bring heigh above you, Such electronic feats frequently require the switching of signals from one coaxial calde to another. Goaxial switches to meet this and man other cauching requirements are designed and manufactured by Thompson.

### Cat's Whiskers to coaxial switches



Conxinl Switch for Television Transmitter. This addition to the Baseron in a large quality upon theorem in a large partial properties taken so left account in a large partial to a flast one. Another new product of the Large as the connumications require highest only neering skill and precision manufacture. Over 50 years of service to transportation has given Thompson the engineering experience and manufacturing facilities that anproducing these parts with their dramatic results. Thompson can help you too, on your hard/usselve problems and hardsto-make parts whatever your industry. Remember, you can count on Hompson Products. Inc., General Offices, Cleveland 17.

These marvels of today's mobile com-

Thompson Products



RUM in the Connoisseur class... in the Connoisseur's glass





So delivious you can drink it on the rocks
86 PROOF . SOLE DISTRIBUTORS: BROWNE-VINTNERS CO. INC., NEW YORK, NEW YORK

deluge of headlines. New York sportswriters watched Mickey for three or four days, then they reached for their trumpets. Some of the blasts they blew: rookie of the cons. Magnificent Mantle, Mighty Mickey, young Lochinvar, Commerce Comet, Oklahoma Kid, super-star, one-man platoon. Mickey lived up to the raves at bat. In the field, alternating between left and right (DiMaggio was in center). Mickey was beaned by a misjudged fly ball. But he was learning fast,

The Yankee timetable called for Mickey to play at Beaumont (Class AA) in the Texas League that season. Mickey, just 19, rewrote the timetable by his hitting in spring training: a .402 average. Casey Stengel took a chance and let Mickey open the season in rightfield for New York instead of Beaumont.

Swinging for the fences. Mickey was soon in trouble: he was driving in more runs than any other Yankee but he was also striking out more often. Playing a doubleheader in Boston, Mickey fanned five times in a row. The fifth time, he dragged back to the dugout and told Stengel: "Put someone in there who can hit the ball. I can't." Six weeks later. Mantle got what he expected: a one-way ticket to the Kansas City farm club

"What's the Matter?" After six weeks in Kansas City, Mickey was batting .361. Recalled, he found himself in the midst of a pennant chase, then in a World Series with the Giants, In the second game, running toward a fly ball, Rightfielder Mantle stumbled, tore the ligaments of his right knee and fell hard. Old Pro DiMaggio caught the fly ball, then waved for help. Mickey, who was semi-conscious, remembers DiMaggio anxlously asking "What's the matter. kid?" DiMaggio's anxiety was a measure of how far Mickey had traveled.

In spring training last year, still favoring the injured knee. Mantle was just another aspirant for DiMaggio's vacated job. Other rookies were brought up. The Yankees bought Centerfielder Irv Noren from Washington, and there was some speculation as to whether Mickey would make it. By mid-May, Mickey had answered all the speculation. He got the job, put in his first full season as a major-leaguer. After his .311 batting average last season and his fancy .345 against Brooklyn in the World Series, there was no question as to who would be the Yankee centerfielder in 1953. The main question was how long it would take Mickey to become one of the game's alltime stars.

Box Scores & Westerns. Temperamentally. Mickey seems well-fitted for a durable career as a star. Loaded with physical confidence, he does not suffer from an enlarged hatband. Diffident and uncommunicative around strangers, he seems barely aware of the buzz he creates in a restaurant or strolling through a hotel lobby. Two years ago he married his Oklahoma sweetheart, Merlyn Johnson, and now has a son, Mickey Mantle Ir.

Mutt Mantle, who lived to see his son play in the World Series, died last year. Since then, Mickey has been the head of

For easier living... gracious entertaining in the "parlor"...on the patio

REFRIGERETTE

Cool, refreshing food and beverages . . . where and when you want them . . . yours to enjoy with the Astral Refrigerette. Originator of supplementary refrigeration . . . Astral offers you smart cabinets in metal finishes . . . beautiful custom-built models in choice woods . . . and, for greater portability, attractive party wagons. Astral works anywhere ... on any current . . . silently, simply, satisfactorily. Leading department, furniture, and appliance stores . . . office supply dealers . . . are now showing the complete Astral line. See them today. Put Astral to work for you to save you work . . . to make living easier . . . entertaining more fun.

Astral Refrigerette With a record of happy performance ... the guarantee of carefree service



Astral of Rockleigh NORTHVALE, NEW JERSEY



### Luggage Lore

The other day we tried to look up "luggage" in the encyclopedia, and found the word isn't even listed. Appalled by this state of affairs we dug up five little-known facts about luggage, and present them here as a public service, sort of:

- "Luggage" comes from the word "lug", a medieval English word meaning to lug something. It has some connection with Swedish word meaning to pull by the hair, if you want to get awfully etymological.
- Luggage is divided into numerous subspecies: two-suiters, carpet bags, steamer trunks, etc. There's a difference between luggage and baggage, but we're not sure exactly what it is
- 3. Alligator hides, used in fancy luggage, are bought by the width-inch measured at the widest part of the alligator. Thus long skinny alligators are better buys than short fat alligators.
- 4. One of America's biggest and best luggage makers is Wheary, Inc., out in Racine, Wisconsin, whose energetic President, George H. Wheary, Ir., recently became Lord Calvert's 6th "Man of Distinction". (See picture above.)
- 5. Lord Calvert costs a little more, tastes a little better and adds a little more pleassure to living. (Strictly speaking this isn't a little-known fact about luggage, but luckily we've exhausted our luggage information.)

Louking back over the above stuff, we can't seem to find any clearly-defined moral in it. Except. of course, that when buying allitators you should insist on long skinny ones, and when ordering whise; it's a good idea to specify Lord Calvert. It's Custom Distilled, and we think you'll appreciate the difference.

#### Lord Calvert

BLENDED WHISKEY, 86 8 PROOF, 65% GRAIN NEUTRAL SPIRITS, CALVERT DIST, CORP., N.Y.C. the Mantle family, which includes his mother, a sister and his three hallplaying younger brothers. Responsibility has left Mickey with a sober interest in security, which is represented for him, among other things, by the house he has built back in Communication.

With his clubmates he is no sobersides. At ease with them, and fully accepted. Mickey sometimes horses around in warm-ups, imitating Yankee pitchers. Other play-ers grin at Mickey's anties; a crouch and a furtive look toward first for Pitcher Johnny San; a portentious, alderman-like rearback for Allie Reynolds; a waggling arm stretch for Vic Raschi.

Outside the ball park. Mickey fits happily into the standard preoccupations of his profession: thick steaks. Southern fried chicken, sleep up to eleven hours a night), a close reading of the hos scores a night), a close reading of the hos scores special interest in hilbility cross that had favorite: the late Hank Williams. Since the Mantles have not yet picked a house in the New York area. Merlyn and Micke sey. Jr. stay in Commerce most of the things and Mickey lives in hotels when gees his fun by going to the movies with

teanmates. His favorites: westerns.

Tutor & Plan, On the field. Manager
Casey Stengel has been his tutor-in-chiel
since Mickey became a regular. Casey,
who once called Mickey "treemenjois"
and hawked him to the skies, now talks of
his an in careful understatement ("a
pre good hallplayer"). The joh now is

pre good hallplayer). The job now is to keep the fans from expecting too much from No. 7 whenever he marches to the plate or trots out to centerfield.

If all goes according to plan—Murity plan, Casey's plan, Mickey's own plan—Centerfieder Mantle should have a good dozen years absend of him in the big leagues. The big numeral? on Mantle's leagues. The big numeral? on Mantle's leagues which were the 4 that Lou Gebrig wore, and wore the 4 that Lou Gebrig wore, and the 5 that Bable Ruth wore fa number now officially retired by the Yankees). That would mean years of recurring head-other for American League pitchers, years and the for American League pitchers, years have been plantled to Yankees. Sendin Lefting turnstites for Yankees for Yankees Sendin Lefting turnstites for Yankees f

No. 7 is sometimes asked about all this. One form the question takes. Does he think he will be another DiMaggio, Gehrig or Ruth: "That's just something some writer said," answers Mickey Mantle, "I guess he knaws more about it than I do."

### Big Bill

In the heady 17,200, when the world of sport basted such immortals as Babe Ruth, Jack Dempsey, Earl Sande, Bobby, Jones, Red Grance, Walter Hapen and Man o War, the gentlemanly came of tennis came out of the private clubs into tennis came out of the private clubs into tennis came out of the private clubs into the control of the private clubs in the boundaries of the private clubs in the private clubs in the control of the private clubs in the private clubs in the second of the private clubs in the private clubs in the second of the private clubs in the private clubs in the second of the private clubs in the private clubs in the private second of the private clubs in the private clubs in the private clubs in the second of the private clubs in the private clubs in the private second of the private clubs in the private clubs in the private clubs in the second of the private clubs in the private clubs in the private second of the private clubs in the private clubs in the private second of the private clubs in the private clubs in the private second of the private clubs in the private clubs in the private second of the private clubs in the private clubs in the private second of the private clubs in the private clubs look as good as he really was. Determined never to be bored. Big Bill often deliherately made a match close, simply for the theatrical pleasure of a last-ditch stand.

In the 1921 Davis Cup matches, Japanis China Banda. In the 1921 Davis Cup matches, Japanis China Banda at Forter Hills and the Sanda at Forter Hills are some similar whip Time in the International Company of the Interna



TILDEN (CIRCA 1926) He was afraid of being bored.

6-2, 6-1. The Japanese went home without the cup, beaten five matches to none. Unmorthed Record, Big Bill was the John Barrymore of the cours, and the John Barrymore of the cours, and the racket skyward shricking. "Ye note! The there no justice," after a linesann made a close call against him. Hands on hips, defying all tennis convention. Big Bill would glower at the offending official and sak course. "Would you like to correct your conservations."

When he was not bazgling with the US.LT.A. we this anature response account or browheating officials. Big Bill was taking on all comers on the courts. A self-made athlete who did not reach the top until he was 27, some 20 years after he first picked up a ricket as a youngster in that picked up a ricket as a youngster in that picked up a ricket as a youngster in that picked up to the piled up a record unmarked. It has been a proposed to the piled up to the pi

to 1052 when he never lout a match. Only one player ever got under Tilden's weather-heaten skin: France's René Lucoste. One of the famed "Four Musketteers' who wrested the Davis Cup from the U.S. in 1042. Remarked hauphys Bill Tilden: "The monotonous regularity with which that unsmitting, ethal, atmost dull man re-the the state of the state

"Tennis Genius." Making a comeback. Tilden wan the U.S. tille in 1920, the Wimhledon in 1920, and then, at 38. Urmed pro. He beat the pros of his day. Vinnie Richards. Karel Kozeluh. Bruce Rarnes. At 27, in 1920, Big Bill was still touring, and was still good enough to come from a hospital bed to trounce a 25-year-from a hospital bed to troun the strength of the stre

Big Bill once said: "The only thing I fear is being bored. When the capacity to enjoy life goes, it's time to die." Last week, at 6o, alone in his little Hollywood apartment. Big Bill was getting ready to go to another tournament when it came time to die.

#### Scoreboard

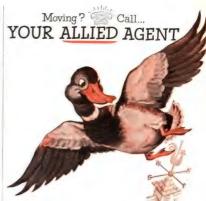
In Pittsburgh, canny Branch Rickey, general manager of the Pirates, traded his most valuable gate attraction. Outfielder Ralph Kiner (and three other players) to the Chicago Cubs in exchange for six players and a bundle of cash. In Slugger Kiner, 30, the Cubs drew a home-run champion of the major leagues for the last six years. promptly put him to work in the same outfield with Hank Sauer who tied Kiner in homers last year (37). Chicago also picked up Kiner's \$75,000 salary, second highest in baseball (after St. Louis Cardinal Stan Musial's), Rickey was estimated to have reduced his payroll by \$67,000 and banked an additional \$100.000.

and banked an additional \$100,000.

At Belmont Park, N.Y., the three-yearold filly Grecian Queen beat eight others
to win the 37th running of the classic
Coaching Club American Oaks (\$63,600)

In Philadelphia. Pitcher Curt Simmons, lefthanded star of the Phillies, was lost to his club for at least two weeks when, he caught a foot in his power lawnmower.

At Westbury, N.V. Hi-Lo's Forbes, a pacer, cut a full second off the world record for a mile (on a half-mile track), by going the distance in 1:584.



# no.1 specialist in long-distance moving!



Your local Allied Agent is the No. 1 Specialist in local and long distance moving, storage and packing. See your telephone directory. Agents from coast to coast. General Offices, Broadview, Illinois,

NO. 1 ON U. S. HIGHWAYS . NO. 1 IN SERVICE . NO. 1 IN YOUR COMMUNITY

#### ART



"Offering of the Jews"
Beneath a coat of black . . .

#### Picnic Time

For the swank galleries on Manhattan's East 57th Street, the art season was almost over, but across the U.S. it was just beginning. Three U.S. cities were staging big spring exhibits—gay art picnics for all the folks.

Q Los Angeles opened its huge (102,000 seats) Memorial Coliseum for its third annual Art Festival, asked artists for 30 miles around to enter their work. More than 1,000 professionals and amateurs, ranging from Munfaits Kito Lebru to TV Star Locille Ball, accepted the invitation. Among the standouts: a skilling, grey still life of a log and grupes by Marion Olds, and the standouts of the standouts of the control of the standouts of the standout

¶ Cleveland held its 35th arts and crafts exhibition, in the city's Museum of Art. There was something for every taste: 1,308 objects by 411 artists and craftsmen, from oils and watercolors to ceramic bowds, powers peedry. Iithographs, bowds, powers with office printing, weaving, furniture, Muocardon of their favorite exhibits as furniture of Muocardon of their favorite exhibits as furniture, Muocardon of fivel pure. Museum staffers estimated that by the time show closes next week, Isopoo citizens will have visited it, and bought \$5,0000 worth of art.

Boston transformed its historic Common into an openair museum for its second annual Art Festival this week. In the private was a subject to the second annual Art Festival things to the prictures and sculptures. To hack up the art, there were simplify concerts, and rides for the kids on the park's graceful swan boats. In four days last year more than 15,0,000 people came to the event, and this year's crowled looked even between the properties of the propertie

#### Saint in Limbo

Three years ago, Hendrik G, Luitwider of Michi et store for Rotterdam's Boymans Museum, was examining an interesting state entury painting up for asie. Titled Offering of the Jews, it showed solemn-faced men in bright robes about to sacrifice a lamb. The painter's name was unknown, but similarities in style clearly identified him as the painter of another work, now in the town of Doual, France, abowing the Israelites receiving manna from beaven, And experts call the unknown of the Collection of Manna, believe that the lived in northern Holland.

As Rostorer Luitwieler studied the musiter's Offering, he spotted a heavy, black coat of paint on the back, suspected that this coat covered another jettere. Other museum officials scoffed, but Luitwieler museum officials scoffed, but Luitwieler he nevly acquired to the company of the heavy acquired to the company of the heavy acquired to the company of the black coat on the back yielded to his chemicals, and the figure of a bearded



"St. Peter"

man appeared, standing atop a pedestal with a silver key in one hand, Below was the title: St. Peter, Viter Boymans officials recovered from

their surprise, they concluded that the second picture painted right onto the wooden backing of the painting in front, was by the same artist the shadowing, the angular folds of the robes, the grim expression of St. Peter's Tace were as legible as any signature): Experts guessed that the double picture was originally part of one altar panel.

The fascinating find posed problems. It could be hung so that both adds would be visible or the two sides could be suggested to the two sides could suspend to the suspending the suspending to the suspending the suspe

#### SAY IT WITH WOODCUTS



A LOT of people would like to have good original art in their homes, but few can afford it. A Montevidee-born artist named Antonio Frasconi has found a personal solution to the probamic bedween the deservation, is only makes to or 15 prints of a cultural them for \$50 to \$1.52 each. Such thick them for \$50 to \$1.52 each. Such thick them for \$50 to \$1.52 each. Such thick them for \$50 to \$1.52 each. Such that the for \$50 to \$1.52 each. Such that \$1.52 each. Such

Frascoxi sponsored by the Smithsonian Institution. The three prints opposite reflect frasconi's fascination with Manhattan's Fulton Fish Market, in the shadow of Brooklyn Bridge.

Antonio Frasconi, 34, seems a paradoxical fellow. He has happy brown eyes and a sad black mustache, an air of contentment and a sighing voice, a habit of absent-minded wandering and a craftsman's power of concentration. Says he: "An artist must be aware of the comic strip as well as of the serious side of life." Frasconi divides his time between Southern California twhere "everything is wide open" and Manhattan ("it's all concentrate dilke a sardine can"). He sketches constantly in street and field. "There is so much going on. he sighs. "so much material for an

ed like a sardine can"). He sketches constantly in street and field. "There is so much material for an artist! You go back a hundred times to a place like the Fish Market, until you know just how a man lifts a box, say, or how the place looks before dawn. Then you're ready to make a picture—to put your own feeling into it. If many different kinds of people like the result, maybe it's good,"

Fracconi's simple and humble working philosophy is close to that of Japan's great woodcut artists, Hiroshige and Hokusai 7 ash and early 10th centures, who also made cheap prints of familiar scenes. If his work is far from rivaling those old masters, it does meet similar challenges in a similar spirit. And no living woodcut artist puts a clearer sense of place, mood, weather and human activity into his pictures than Frasconi.



DAWN COMES TO FULLON LISH MARKET. TWO WOODCUTS BY FRASCONI





#### RELIGION

#### Christian Soldiers

There is a new look among G.Lu, and it is a spiritual one. The man who lear reached this conclusion ought to know: he is Major General Ivan L. Bennett, the Army's Chief of Chaptains, Speaking, to the Lettle Rock, AAR, Rotary Cho, Chaplain Lettle Rock, AAR, Rotary Cho, Chaplain that never in them Baptist, said fatty that never in the control of the c

"Thirty years ago." said he, "we were concerned only with what religion could do for the soldier. Now the soldiers make practical application of their religion, too." Exposure to the effects of Communism in Europe and Asia, he feels, has helped



CHAPLAIN BENNETT
Among G.I.s, a new look.

mightily. "The men in the Army have learned what an atheistic ideology, backed by violence, can do to a country."

One symptom of the "awakened interest" in religion, said Bennett, is the attendance at religious services. Each chaplain in Korea has an average of 1,500 men a month at services, an average which compares favorably with a clergyman's listeners back home. Equally significant, General Bennett believes, is the record of G.I. generosity and compassion. Examples: 1 The men of the 25th Infantry Division have contributed more than \$130,000 for an orphanage in Osaka. Japan, and many of them visit it on leave from the front. In one month (May 1951), more than \$1,200 was raised in the 1st Cavalry Division for "Operation Mascot," a project for the placement in Korean orphanages of Korean children who had served as mascots for the division.

¶ The artillery of the 24th Infantry Division has instituted an "Adopt-an-Orphan"



# Impromptu Remarks can Prompt Action

A few enthusiastic words to a neighbor and another power-mower sale is rung up. Chance remarks are potent remarks. They inspire desire and they move mountains of merchandise. They can move your merchandise, too, provided the remarks are favorable.

How to Keep Remarks Favorable

You can help to make sure that zemarks about your product are favorable if you put your whole stay in inprint and in circulation. Describe and illustrate each major and minor selling point. Give prospects and customers your facts fully documented in folders, booklets, bulletins, brochures, broadsides or catalogs. Indocrinate people with all the reasons why your product is beneficial, durable, attractive, worthy of purchase.

Your whole story in print answers questions, corrects misunderstandings, scorches any rumors that might discredit your good name and sells your product at times and in places where salesmen cannot operate.

Your Ally—A Good Printer
Successful businesses almost invariably put their whole story in print—and do it with a minimum of effort, time and money. Here is how:

They call in the hest printer they can find at the beginning of their planning—not halfway through. Thus the good printer becomes an active member of the creative team, able to apply his dieas, his skills, his experience whenever and wherever they can count the most. The results more effective printed pieces that sell merchandise under competitive conditions.

Most good printers traditionally use Warren's Standard Printing Papers to achieve highly pleasing results with economy. Among printers it is axiomatic that Warren papers provide brilliant, dependable printing surfaces and possess them uniformly, throughout every press run. S. D. Warren Company, 89 Broad Street, Botton I, Maurachnettle.

BETTER PAPER-BETTER PRINTING



Printing Papers

#### PUT NEW LIFE IN OLD CUSTOMERS



with

### TELEGRAMS

Show customers you haven't heard from lately that you value their business. Get them back on your books—by Telegrams! Telegrams get action—in sales.

For Any Business Purpose
A TELEGRAM
DOES THE JOB BETTER!

WESTERN

UNION NEW BUSINESS

"TELEGRAM APPROACH IN ANNUAL SALES CONTEST HAS ALWAYS BROUGHT TREMENDOUS RESULTS." AN INSURANCE COMPANY STATES.

ÜNIÖ

#### COLLECTIONS

"WE CONSIDER WESTERN UNION AS MUCH A PART OF OUR COMPANY AS ANY EMPLOYEL" REPORTS FINANCE COMPANY. "OUR RESULTS WITH TELEGRAMS HAVE BEEN 85% TO 90% SUCCESSFUL"

KNOW YOUR MARKET—Check consumer attitudes, brand

preferences, style trends by Western Union Surveys—local, regional or nationwide. For details call nearest office.

WESTERN UNION

plan in which pictures of individual orphans are posted in G.I. chapels and clubs for soldiers to "adopt" for \$5. All the orphans in one orphanage have been adopted; G.I. "fathers" send them presents take them to an occasional movie.

Q Last Christmas the 21st Infantry Regiment raised \$2,347 to provide parties and presents for 996 orphans and 16 families.

Q The 1st Corps has contributed approxi-

The 1st Corps has contributed approximately \$85,000 to buy artificial limbs for Korean amputees.
Protestant members of an engineer com-

bat group are raising money for a Korean church and school, and the 45th Infantry Division built the first church in Chitose, Japan,

¶ G.I.s in Japan raised more than \$900 to huy a round-trip ticket for a Japanese girl who wanted to study at Baptist Wayland College in Plainview. Texas. In Korea more than \$500 was contributed to educate a Korean theological student and support his family.

General Bennett also reported that many suddiers are turning to the religious life. His figures show that 1400 ex-servicemen are studying to be Roman Catholic priests. No comparable figure is available for Protestant ministers, but it has been estimated that about 50% of the students at Protestant seminaries are ex-servicemen,

#### "This I Know"

Herrymon Maurer is a concerned man, and for Quake word concern has a special meaning the word concern has a special meaning the word concern has a special meaning the concern the concern with the concern which was a concern the concern th

He writes as if he might be speaking in Meeting: in a rush and freshly, with a hot honesty that will carry many a reader unsuspecting into deep waters. For Quaker Maurer's concern is that human beings should think less, talk less and write less condition of God and the universe, and start experiencing them.

The Knobby Facts. In other words, he says, pay attention to facts. Facts like sticks and stones, running water, a sore toe or a deformed baby may be "perplexing, unexplainable, intolerable, or fearful," but they are the real root of human experience.

experience.
Too many people, says Maurer, prefer
Too many people, says Maurer, prefer
If the motion that there
for the motion that there
must be some great people of the motion that there
must be some great people of the motion of the motion
downlined set of plans
to save everybody. Thus there have been
waves of enthusism for religion as a
purely such a code, for religions as a
other worldly law, and for religion as a
coherence of the motion of the control of the con

In St. Germain-des-Prés or Bloomsbury, much of this might be accepted as existentialism. In the stubborn Quaker tradition that distrusts abstractions and relies on ad hoc "leadings," Maurer fights shy of



LOVE is wonderful we

agree...but "there is nothing finer

than a STROMBERG-CARLSON; in TV



GLASSIC 21—exclusive Patteranic Vision, for the widest viewing angle in 21 inch TV. Decorator-styled, in combegrain blond oak veneers or ribbon-striped mahogany veneers, A happy choice indeed for the new center of interest in your family life.

\*\*TROMMERGEARINGS COMPANY SOCIEMENT S. N. N.



# COLUMBUS MIAMI

MORE THAN EVER MIAMI'S FINEST

#### PATRIOTIC

Blue sky, white sands . . . and the red carpet rolled out



#### CHALFONTE HADDON HALL

on the Boardwolk, Atlantic City, N.J. Operated by Leeds & Lippicroft Co for 63 years Write for illestrated folioer No. 5

TIME, JUNE 15, 1953

any such cerebral pigeonholes. The very word idea, he holds, has the makings of snare and delusion: "The danger is that one will sit down in the world of ideas and go into a sleep so bewitchingly full of busy fantasy as to make anyone certain that he is clear-mindedly awake. The only chance of staying awake is to take with one into the world of ideas at least a few of God's inescapable facts.'

True to the anti-theological attitude of Quakerism. Maurer bears down hard on Western religion, and especially Protestantism. "which at times has given more emphasis to religious concepts than to worship of God. It early assumed a determinism as rigid as that which sciences



HERRYMON MAURER Explaining God was cursing God.

were later to develop. It gave a new emphasis to abstract analysis of God. evil. suffering . . . It made God a formal rather than a creative absolute, for it used him as an explanation of the universe and not simply, as in many other religions, as the fountain of all things."

The Racket of Ideas. Maurer ends his book with no formula for spiritual success and no answer to his own questions except. like Job, to lay his hand upon his mouth

He describes sitting up with friends whose child was dying, and "seeking reasonable explanation of God's ways to man . . . I tried to pursue it in my mind. distant from the friends with whom I sat, But all at once the search was arrested. An emptiness clamped upon my mind. I did not simply know; I was told that my explaining God had been cursing God. Thus stricken. I reached out my hands to my friends in a way I had not reached out before . .

"There is no explanation for suffering. There is no explanation for fear. These are, of course, the things above all else that we seek to explain away. But there is no explaining anything . . . How explain



# Samson Presents 3 GREAT NEW PRODUCTS!

# UPHOLS

Now Samson Folding Chairs are super-resistant to scuffing and stains. All upholstered models are now covered-at no extra cost to you-in new heavy-duty vinyl that is actually 50% heavier than vinyl designed for home use. They are completely washable-easily cleaned with damp cloth.



#### FOLDING BANQUET TABLE!

This new Samson banquet table has greater strength, with less weight, than any folding table its size. Safety lock prevents legs folding accidentally. Sets up easily, stores compactly. 6- and 8-foot lengths, 30 inches wide. Tops in choice of tempered Masonite or super-tough Micarta,



#### FOLDING TABLET-ARM CHAIR!

Here's the perfect chair for school and meeting rooms. The half-inch-thick tabletarm is made of five plies of selected hardback. Legs and frame are of electrically welded 19-gauge tubular steel.

To Save Money On Public Seeling

Samson folding chairs are used by schools and churches everywhere! Shwayder Bros., Inc., Public Seating Div., Dept. A-C, Detroit 29, Mich. ALSO MAKERS OF FAMOUS SAMSON FOLDING FURNITURE FOR THE HOME AND SMART SAMSONITE LUGGAGE FOR TRAVEL



Your office

postage meter!

• Even the smallest office can afford

this desk-model postage meter.

The DM is worth its low cost in convenience alone!

In the first place, you get rid of old fashioned adhesive stamps, and stamp sticking, a stamp box, and frequent trips to the postoffice to buy postage. You always have the right stamp on hand for any kind of mail-print it as you need it, directly on the envelope. With your own small advertisement. too-if you like.

The DM supplies postage for parcels on special tape. Has a moistener for

postage used on visible registers. Can be set for as much postage as you want

sealing envelope flaps. Keeps track of

to buy - and protects postage from loss,

damage, theft. Saves time and effort in

Ask the nearest Pitney-Bowes office

for a demonstration. Or send the coupon.

mailing-and saves postage! And

PREE: Handy wall chart of Postal Rates with parcel post map and zone finder.

Postage

Meter

PITMEY-BOWES, Inc.

PITNEY-BOWES

anybody can operate it.

can have a

laughing and talking and dancing and playing at sports? . These facts, like all the facts of cre-

ition, demand of men and women and children that they meet them. The task is to rid our ears of the racket of ideas and explanations by which we seek vainly and miserably to deafen our selves. It is to listen for encounters with God's facts. This I know.'

#### Science & Health

Optimism and health were almost palpuble in Boston's First Church of Christ, Scientist this week as 7.500 sound-bodied Scientists from all over the world met for their annual meeting.

A special message from the Mother Church's board of directors set the keynote: "Painless progress can be made by



PRESIDENT CUDWORTH Everyone felt fine.

the individual and by humanity as a whole." A bushel of recent cases of Christian Science healing were read to the gathering-including total recovery from pofever, dislocated hips diagnosed as beyond recovery and accident injuries pronounced fatal. No membership figures are ever issued, but what figures there were showed the faith to be flourishing: 34 new branches were established in 1952.

As president of the Mother Church for the coming year the board named the wife of an ex-president, grandmotherly. Michigan-born Mrs. Luther Phillips Cudworth. a practitioners for the past 42 years. For a decade after her parents became Christian Scientists in Superior. Wis., Grace Cudworth took no interest. Then, after an operation, her mother brought her a copy of Founder Mary Baker Eddy's writings. I got immediate relief through the reading of Science and Health," she says, "and I have been very well ever since.

Please send free Dooklet, D wall chart to Firm\_ Address



for a classic vacation ... see the glory of

## Land of Myth and Magic

Visit the sun-kissed isles of Greece ... where the poetry of pastoral scenes blends with history's greatest treasures.

You'll find fine food, hotels, and transportation at new low prices ... all enhanced by traditional Grecian hospitality.

Greece completes your '53 holiday abroad

Apply to your Travel Agent or

#### AMERICAN EXPRESS Travel Service

65 Broadway, New York 6, N. Y. GREEK NATIONAL TOURIST ORGANIZATION





Notice of 30th Consecutive Dividend. The Board of Directors of Investors Selective Fund has declared a quarter

ly dividend of ten cents per share payable on June 19, 1953 to share holders of record as of May 29, 1953. N. K. Bradford, President

> SELECTIVE FUND, INC. Minneapolis, Minnesote



Another original concept of beauty and functional efficiency

# The NEW ENTURY Line

The New Century desk is more than "just a desk." It's truly a tool of modern business—one that raises workers' efficiency and lowers the cost of their output by speeding work, eliminating waste motions and reducing fatigue.

Art Metal engineers, originators of metal office equipment and the first island base desk design, discarded past design concepts, old traditions. The result is a desk that's new in beauty, new in functional efficiency and new in comfort.

See for yourself the complete line of New Century desks in all sizes and models. Visit your nearest Art Metal sales room today or write for the free descriptive brochure "Art Metal New Century Desks." Art Metal Construction Company, Jamestown, N.Y.







65 YEARS

of ORIGINATION and LEADERSHIP in METAL OFFICE EQUIPMENT



# THERMOSTAT OUTSIDE YOUR HOUSE



Tiny electronic "feeler," 8 times more sensitive than ordinary controls, keeps your home tuned to the winter weather

See that thermattat on the house above, mounted outdoor;? It's called the Electronic Weathercaster—and it's the key element in Honeywell's new Electronic Moduflow temperature control system,

Constant comfort—that's what this wonderful new system, the product of years of research and testing, can provide in your home. And this constant comfort is provided by varying indoor temperatures.

Electronic Weathercaster, with cover removed to reveal sensitive "feeler" wire, is shown above.

Conventional temperature control systems work on the principle that a constant temperature should be maintained indoors regardless of outside temperature.

Now, scientific tests show that the last word in healthful comfort is secured by varying the indoor temperature in relation to the outside temperature. Soom temperatures should be higher when it's cold outside, lower when the weather warms up

The Electronic Weathercaster is the remarkable device that varies indoor temperature. It senses outdoor temperature changes with electronic swiftness, then signals your heating plant at the slightest shift in the weather.

Just how the Electronic Weathercaster functions with relation to the other elements in the Electronic Moduflow system to give you a new and superior kind of comfort is explained on the opposite page.

\$19940

includes average installation cost. Easy terms



#### AS OUTSIDE TEMPERATURES GO DOWN INSIDE TEMPERATURES GO UP

Electronic Moduflow Controls help provide constant comfort - automatically - regardless of winter weather

The diagram above shows how the Electronic Moduflow temperature control system works.

The Electronic Weathercaster, 1, constantly senses the outdoor temperature, and by means of electronic signals continually tells the Electronic Clock Thermostat, 2, what indoor temperature is required to maintain comfort. The Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier, 3, which automatically adjusts the heating plant to provide the amount of heat required to keep your home at the right temperature -no matter how changeable the winter weather.



Your present bouse, as well as your new home, can easily be equipped with this wonderful system because it's designed to be installed without tearing up walls or floor boards.

More comfort with less fuel. You enjoy important fuel savings when you have Moduflow because: 1. Electronic thermostats are 8 times more sensitive than ordinary thermostats, turn the heating plant on or off upon a quarter of a degree temperature change. 2. Heat is furnished in frequent cycles that prevent wasteful over- and underheating, 3. The Electronic Clock Thermostat automatically turns the heat down at night to save fuel, and then turns it up before you wake - so you get up in a

And because elements of the system contain no moving parts, they require no costly maintenance.

For full facts about Electronic Moduflow, see your heating dealer. You'll find him listed in the classified pages of your phone book. Or mail the coupon direct

### Honeywell



#### Why you need varying indoor temperatures



comfortable. Because as the walls of your home become



DISCOMFORT



Heat loss from your home-and from your body-is relatively low on a sunny winter day. So if you're an average person, you're perfectly comfortable with an indoor temperature of 71°. Electronic Moduflow takes these conditions



Heat loss from your home increases greatly when outdoor temperature drops. For perfect comfort under these conditions your indoor temperature should be raised - to compensate for colder walls. And that's what happens - automatically in the Electronic Moduflow home

28	INNEAPOLIS-HONEYWELL REGULATOR CO. 164 Fourth Avenue South, Minneapolis, Minn.
	Send me complete information on Electronic Moduflow Send me name of nearby Electronic Moduflow dealer
N	ame.



### Armco Stainless Steel stays good to look at-always

Here, in a field of worn-out automobiles, is a still-shiny hubcap made of stainless steel.

It is almost twelve years old now. But wear and weather haven't harmed this special, rustless steel. It's still just as bright as a mirror - and as beautiful as ever.

You can get the lasting beauty of Armco Stainless Steel in many things you buy today-cooking utensils, sporting goods and a lot of others. You see, with Armco Stainless there's no plating or finish to wear off.

That's because it is solid, rustless metal all the way through. It's easy to clean and keep clean, too.

Like the many other special steels that carry the Armeo triangle trademark, Armeo Stainless Steel assures you of extra-long service and more value for your money.

Here are a few of the scores of products made of Armco Stainless:











ARMCO STEEL CORPORATION

YOU'RE MONEY AHEAD WITH PRODUCTS MADE OF ARMCO SPECIAL:PURPOSE STEELS







#### MEDICINE

#### Affairs of the Heart

The 17,500 doctor members of the American Medical Association who con-vened in Manhattan last week busied themselves with their patients' most persistent, everyday complaints. These ranged from stomach troubles to surgeons' fees. But none drew more attention, from general practitioners and specialists alike, than affairs of the heart and arteries, whose diseases are far & away the commonest cause of death in the U.S. today. By coincidence, the A.M.A. also voted its highest award this year to a famed heart surgeon (see below

"Is That Bad?" Fully 1 000 doctors packed the hall when Fort Lauderdale's Dr. Richard A. Mills (after praising the Florida climate as a palliative for heart sufferers) lambasted doctors themselves for giving a lot of their patients a needless heart flutter. Sometimes, he said, the patient misunderstands when the doctor says "Your heart is slow," "Your blood pressure is low," or "Your heart is small." If the doctor does not take the trouble to make it clear that this is good news, it may convince the patient that he is seriously ill.

Whether the patient actually has heart trouble or not, the doctor can make him think he has by listening too long to the stethoscopic murmurings. And if there is something wrong, said Dr. Mills, the physician must still be careful not to exclaim "I never saw a worse heart!" Finally, there are the cases where a doctor mis interprets the symptoms or the results of his own examination. The one thing that all "iatrogenic" (doctor-caused) heart troubles have in common, said Dr. Mills, is that they are preventable.

Doctors also criticized doctors in a panel some degree of congestive heart failure. Brooklyn's William Dock armed that since many such patients are going to have to live with their disease for ten to 15 years, they should be started promptly on a simple diet which a housewife can handle without a hospital's fancy kitchen gear, and they should be given prescriptions for simple, green-leaf digitalis instead of more expensive proprietary drugs. "In fact, summed up Dr. Dock, "the main faults in the treatment of these patients are overtreatment and overprescription.

New York Hospital's Irving Wright put in a word for the defense. "The doctor is taking an awful licking today," said he, "But it is also true that the community and the family conspire to make permanent invalids of these heart cases. And industry must learn that cardiacs do as well at their jobs as other workers . . . It is up to us doctors as community leaders to see that these patients are treated as useful and productive citizens

"Quick, the Knife!" Every now & then, even in the best of operating rooms and often with patients who seem to be the hest surgical risks, the heart stops or flutters uselessly. Since there is no way of





THE NICOTINE AND TARS TRAPPED BY THIS VICEROY FILTER CANNOT REACH YOUR MOUTH. THROAT OR LUNGS!



VICEROYS COST ONLY A PENNY PER PACK MORE THAN BRANDS WITHOUT FILTERS



### Since 1932... \$69,200 <u>Saved</u> with Hauserman Movable Walls

With its New York offices spread out over four Hudson River piers, United Fruit Company has had ample opportunity to test—and evaluate—the morability of modern Hauserman Walls

Like any other business, United Fruit Company's office space requirements are not nearly the same today as they were in 1932. During the past twenty-one years, there have been numerous rearrangements of walls . . . all made with practically no work disturbance or interruptions.

Had United Fruit Company used ordinary masonry walls, those accessing would have cost approximately \$70,200, as compared with the \$26,000 that it cost to move the Hauserman walls. Furthermore, ordinary walls would have required periodic repainting, whereas routies washing and polishing have maintained the original Hauserman woodgrained finish. . estimated refeccating swings-\$25,000.

That's the story . . . total savings with Hauserman Morable Walls - 569,200! Why not make a note to investigate Hauserman's cost-saving story before you start your next non-residential building or remodeling job? Better yet, write coday?



THIS INFORMATIVE BOOKLET contains the cost-soving highlights about Hauseman Movable interiors for practically every type of annovasidential building application, large and small olike. Write lar your free copy of "The Inside Story of Building Economy." The E. T. Houseman Co., 7328 Gront Arenue, Cleveland 5, Otto



foretelling such catastrophes, said Dr. Julian Johnson of Philadelphia's University Hospital, every operating theater should have emergency equipment: oxygen, an electric "defibrillator" to shock the heart back into action (Thue, Feb. 11, 1952), and the right surgical instruments for opening the patient's chest.

Business are not short some of the same of

"Don't Walk-Run," Some popular ideas about staying off heart disease are fallacies, said Boston's Dr. Paul Dudley White. Men who slow down to a walk after they hit the age of 40 may actually run into heart trouble sooner; for some unknown reason, the slowdown seems to increase the risk of hardening of the arteries. "The general warning to stop all vigorous exercise at 40 seems to me ridiculous," said the 67-year-old physician who still hunts whales (TIME, Feb. 9) so that he can do research on their hearts. And, he added, there is no proof that trick diets or drugs, designed to ward off hardening of the arteries, do any good,

#### Eyes, Noses & Necks

A.M.A. members had a wide choice of scientific readings and panel discussions in section meetings (often with half a dozen running at once), besides color movies, color-televised demonstrations on a 6-ft, screen, scientific exhibits by medical research teams and promotional displays by makers of drugs and gadgets.

If the most case-hardened decrees at on the edge of their chairs at color movies of Chicago's little Stamese twins, which included closs-upo of their brains as Neurocioled closs-upo of their brains as Neurocional control of their color of their color up but the color of their color of their color upon their color of their color of their color upon their color of their color of their color upon their color of their co

Some common psychosomatic symptoms can be mistaged in the common cold, resort be mistaged for the common cold, respected the common cold, respected to the common cold, respected to the common cold, respected to the cold, and the cold,

If The finding of an ulcer in the stomach, as distinct from the more common ulcer

The A.M.A. got together with Smith, Kline & French Laboratories to put Rodney on a nationwide TV show, but for the lay audience his head was kept covered with a baseball can.

of the duodenum, need not mean that the patient must be rushed to surgery for fear of cancer, a team of Boston doctors reported after studying 1,000 cases. They still urge prompt operation for any stomach ulcer if there is reasonable suspicion of malignancy: otherwise, doctors can safely treat the patient for a month and see how the ulcer behaves,

Half-yearly examinations by doctors are not enough to detect all breast cancers early, said a distaff team from the Woman's Medical College of Pennsylvania, As proof that women should learn to examine themselves once a month, they cited seven patients who detected their own breast



RODNEY BRODD For television, a baseball cap,

cancers only a few months after doctors had found nothing wrong.

Cataract victims who have had the lens removed from the eye can be given nearnormal vision with contact lenses, which may be of plastic, two Manhattan specialists said. Two others, from Philadelphia's Wills Eye Hospital, reported success in 14 of the first 18 U.S. cases of cataract treated by slipping a plastic lens into the eyeball itself (TIME, Feb. 4, 1952).

Minor traffic accidents, such as rearend collisions, cause a motorist's head and neck to be snapped rapidly back & forth. This "whiplash" injury is often more serious than at first appears, said Neurosurgeons James R. Gay and Kenneth H. Abbott, after research at Ohio State University. They urged full and prompt medical attention to ward off chronic pain or permanent injury.

#### From Blue to Pink

Few developments in surgery have had such public appeal as the "blue-baby" operation, first performed at Baltimore's Johns Hopkins Hospital in 1944. Children born with malformed hearts look blue because their blood does not get enough oxygen. They cannot romp like normal

#### Space costs up to 47 PERCENT LESS with a BUTLER Building

You can get all the space you need and cut your building budget as much as 47% with a Butler building! Pre-engineering of mass-produced structural steel members gives you these advantages:

- · Up in weeks instead of months · Permanent construction, law mainte-
- · Firesafe and windsafe
- · Clear spans to 70 feet
- · Choice of galvanized or aluminum covering (alternate wall materials easily applied)
- Attractive appearance
- · Adaptable to future needs

Conserve working capital and get the space you need with a Butler building NOW!



this food store owner to arrange salesmoking displays.



every square foot of floor space in this Butler



FACTORY - two Butler rigid frame buildings form an efficient, low-cost production machine shop. Notice brick front wall.



Get More Space per Dollar . . . with Butler rigid frame construction!

#### it will pay you to get the BUTLER story!

A few minutes spent with a Butler dealer may be the means of saving you up to half the cost of construction by conventional materials and methods! Be sure of getting the most for your building dollars . . . mail the coupon TODAY!

85



G COMPANY
Airenand
14, M nnesota

Please send me full information about Butler buildings for

Zrne State

7IME, JUNE 15, 1953

# Off on a Carefree Vacation!





Mass Produced Parts, Gears, Gear Pumps, Spline Gages, Aircraft He just contracted with Vinco to produce component parts.

This confidence in Vinco is typical of many manufacturers from coast to coast. They have learned that whether the parts to be produced have close or loose tolerances, these parts will be delivered as specified, at a minimum cost and with a minimum of scrap.

vinco corporation 9121 Schaefer Hwy. Detroit 28, Mich.

MILLIONING OF

THE TRADEMARK OF DEPENDABILITY

COOL SUMMER IN NEW YORK

Whether you like your summer comfort from air-conditioned rooms . . . or from the gentle breezes of Central Park, you'll find your choice at New York's quiet Essex House. Close to theatres and important business areas. Console Television and Radio available in all rooms. Single from \$18, Double trom \$11.

Sultes with complete serving pantry from \$18.
Chicago Office-Central 6-6846.
Teletyne NY 1-3076

#### ESSEX



160 CENTRAL PARK SOUTH . NEW YORK Fincent J. Coyle, Fice-President & Managing Dir. It's straight
and hearty
-rye you can
really
taste!

Old Overholt

youngsters; many of them cannot even walk across a room without huffing and puffing, and have to spend their waking hours in wheelchairs.

When Child Specialist Helen Tausies and Surgeon Affred Balaok (after years of experiments on animals) worked out a solution to the blue-baby problem, their proposal looked daring indeed: to revaling blood is pumped to the lungs to pet its full quota of oxygen. It worked. Within a year, 80 of the blue boys and blue girls operated on at Johns Hopkins went home a healthy pink, and were soon able tor run and play as if nothing had alled them. The early death now number thousands, and



SURGEON BLALOCK

scores of surgeons are doing the operation. But modest Surgeon Blalock, who

cheek as the control of the control

A statied staffman, Surgeon Bilades has no private patients, never sees a penny of the fees for his operations; all the money goes to the university. A painstaking administrator, he is also a crackers paid to the state of the patients of the control of the patients of t

#### FLIP-CLOSE

The new BEMBS FLIP\*CLOSE BAG is the ideal display and sales package for garments, linens, paper products, many food products... scores of things! The polyethylene transparent plastic permits showcase eye-inspection. The built in closure prints easy touch suspection and reclosure FLIP\*CLOSE has proved it boosts sales. Women prize these bags for their many household uses.

## You can package almost everything in a Bemis Bag

Donut Mix They're sanitary, economical, easily hundled that's why doughnut mix is shipped in BEMIS MULTIWALL PAPER RAGS. More and more kinds of food products are being put in Bemis Multiwall Bags, made at twelve strategically located plants, coast to coast.

RUGS & CARPETS

In many industries—food, feed, chemicals, building, petroleum and others—Bemis Bags and other Bemis Broducts meet an astonishing number of requirements... and new uses are continually coming to light. There probably is already a Bemis product suitable for your needs. Or you may want Bemis specialists to create a new display or shipping package, or to advise you on packaging methods. Write us. Offices in principal cities.

#### Rugs

A rug manufacturer cut packaging time in half figure that saving in sour own business with the help of Bemis packaging engineers. Formerly, the rugs were rolled in paper and toped. Now they are just slipped into Bemis double-wall paper tubes. A neater, handsomely

printed package, too.

BEMIS BRO, BAG CO. 109 North 4th St., St. Louis 2, Mo. Send information about packaging

Nume

Address City & S

BAG

Bemis



## Building California...

One out of every ten automobiles manufactured in the United States carries California license plates. And, of these, one out of every four is financed by Bank of America. This bank offers Timeplan automobile financing through every one of its 538 California branches and, by special arrangement, through 2,000 California new car dealers. This unique California-wide financing service creates a market not only for new cars...but for steel, tires, storage batteries, spark plugs, car enamel and hundreds of other corollary products. In this way, Bank of America's vast resources and progressive policies build California . . . and reach back into the industrial regions of the nation to serve you.

#### Bank of America

. I will in comercia in a member of the Federal or were gotion and interest dant for a construction



nk of America has headquarters in the two Reserve cities of California, San Francisco and Los

80s, despite an unsurgeonly waggle to his swing).

Last week the A.M.A.'s House of Delegates voted to add the association's Disfinguished Service Award, a citation and medal, but no cash, to the lenathening list of honors given Surgeon Ballock, 54, for his efforts to help all victims of heart and artery disorders, blue babies among them.

#### Voyage to Boston

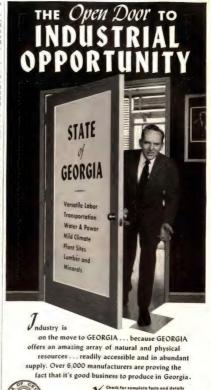
'A blow on the nose to British surgery." harrumphed an anonymous British doctor. quoted in London's Sunday Express, when Foreign Secretary Anthony Eden's physicians announced that their distinguished patient would fly to Boston to be operated on by the Lahey Clinic's Dr. Richard Cattell. Actually, the decision represented no skin off anybody's nose. With an admirable lack of professional jealousy, Eden's British doctors recognized that the Foreign Secretary, still ailing after two operations in London, needed a specialized skill which Dr. Cattell had developed as highly as any surgeon in the world. And the best place for Dr. Cattell to operate was on his home ground.

At the start, Anthony Eden's trouble seemed simple enough. He had stones in the gall bladder. This organ does nothing but store up the liver's output of bile at times when the bile is not needed for digestion, and the human body can get along fine without it. So on April 12, Surgeon Basil Hume of St. Bartholomew's Hospital cut out Eden's gall bladder. After the operation, the common bile duct, the tube which carries bile to the digestive tract. was partly obstructed. It may have been damaged during surgery. This would be no reflection on Surgeon Hume, for part of the operation has to be done "blind" under inches of body tissues. The duct may have been misshapen to begin with, or the trouble may have developed during healing.

More surgery on the 5-6-year-old pastient was called for. Bile kept hacking up into his bloodstream and caused jaundice. So Surgeon Hume had to operate on his patient again on April 20 to do a patching job. However, as happens shout once in every four such cases, the patching operation also failed. Unless his bile duct could be completely repaired. Anthony Eden would be doomed to chronic invalidism.

By happy chance, the Lahaey Clinic's Dr. Cattell was lecturing in London when Eden's doctors faced their dilemma. He has specialized in repairing trooblesome bile ducts. Dr. Cattell examined Edensand recepted the British invitation to do a third operation. But, the explained, if the control of the control

Eden was adjudged fit to fly, and last week he landed at Boston in a special Canadian government plane. By the Britons' own estimates. Eden wulld have had only a 50-50 chance of full recovery from this third operation if even the best British surgeon had done it, but at Dr. Cattells more practiced hands his chance was rated at 70-80.



Write to Clark Gaines, Secretary, Dept.Tó 100 State Capitol, Atlanta, Ga.

#### BUSINESS

#### THE ECONOMY

#### Truce Tremors

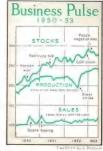
When the first Korean truce rumors spread through Wall Street last week, stock prices suffered the worst break in two months. Government bonds, which had been slipping for weeks, skidded some more. The Dow-Jones industrial average slumped 4.65 points to 267.63, lowest since last October, Then, as the week wore on, and reports of an impending truce became official, prices steadied. With the help of some buying by the Federal Reserve, Government securities also firmed up. Once again, the stock market showed that it is not peace that scares stock traders so much as uncertainty.

What will peace do to U.S. business? Where does the U.S. economy stand? Banker Marriner Eccles, onetime chairman of the Federal Reserve Board, had one answer: "We're at the top of our boom now, and there are heavy deflationary pressures. Shortages are giving way to surpluses. More consumer goods will be produced than are sold. The home-building peak has passed . . . Exports are fall-ing off rapidly . . ." Nevertheless, he expected little change for the rest of the year in business, neither "further inflation

All but Dead. In general, there was little worry over the effects on business of a truce. The stock market, for example, seemed to have a cushion against a further sharp decline. Many investors who had been selling stocks and taking their profits at higher levels were looking around for likely buys at last week's lower prices. Furthermore, on the basis of past performance, companies could suffer some drop in profits without any damage to their dividends. Prewar, corporate dividends averaged 74% of earnings, whereas recently they have averaged only 58%. Another hopeful market portent; despite Dwight Eisenhower's plea for extension, the excess profits tax seemed all but dead come June 30 (see NATIONAL AFFAIRS).

For the rest of the economy, said a top Government economist last week. "the 1953 outlook is brighter now than it was two months ago." There were plenty of figures to back up Washington's optimism. In May, the Commerce Department reported, department-store sales hit the highest level ever, except in the warscare months of July 1950 and June 1951. Personal income was still rising, industrial production (242 on the Federal Reserve index) was within a hair of its peacetime high, and a record of \$12.6 billion in new construction was started in 1953's first five months, up 6% from a year ago. The labor market reflected the boom conditions: in April, said the Labor Department, layoffs were at the rate of nine per 1.000 employees, a new postwar low for the month, and hirings (at 42 per 1,000) were well above 1952.

Vote of Confidence, Here and there, ne warning signals flew. Auto sales were high, but peak production (at an annual rate of 6,450,000 cars) had pushed dealers' inventories to the highest levels in many months and used-car lots were full. Appliance stocks were piling up in some cities, In Detroit, a price war broke out among the big stores knocking 25% off Westinghouse roasters and General Electric portable mixers.



Despite these signs of lower prices ahead, businessmen themselves were still optimistic-and willing to bet their money that the boom would continue. In the third quarter, reported SEC, U.S, industry plans to spend \$7.1 billion on new plants and equipment, about the same as the second quarter. At that rate, total outlays for the first nine months should run 7% above the same period in 1952-a \$20.5 billion vote of confidence in the future.

#### AVIATION

#### Bogged-Down Boxcars

When New Hampshire's sharp-tongued Senator Styles Bridges charged last November that the Air Force was paying Kaiser-Frazer \$1.2 million apiece for the same C-119 Flying Boxcar that Fairchild Engine and Airplane Corp. made for \$260 .-000. K-F's President Edgar Kaiser cried foul. He took newspaper ads in ten cities to answer the charges of K-F's inefficiency (TIME. Nov. 24) and invited a congressional investigation. Last week he got it.

A Busy Day. Up before the Senate's Preparedness subcommittee came Truman's ex-Under Secretary of Air John Mc-Cone. a Los Angeles Republican, ex-steelman and onetime shipbuilding associate of Henry Kaiser, McCone recited the crowded events of a busy day in December 1950. In the morning, Kaiser-Frazer got a \$25 million RFC loan; at noon, Henry and Edgar Kaiser met McCone at lunch to ask him about defense work; in the afternoon, Fairchild Engine and Airplane Corp. was notified by telephone that Henry and Edgar would come out to Hagerstown, Md. next morning to pick up copies of Fairchild's specifications for making the C-110.

When Fairchild executives protested McCone assured them that K-F would



SENATOR BRIDGES & WITNESS McCone WITH C-110 MODELS The wire recorder failed to record.

#### TIME CLOCK

simply be a secondary source for planessomething the Air Force was trying to set up for all prime contractors. But a few months later, K.F. became a prime control of Chase Aircraft, whose C-rag is Fairchild's principal competition. The decision to give K.F. a contract to make Flying Boxcars, said McCone, was made four days before K.F. Bad deven submitted to whyle contract to make Flyfrey to the contract to make Flying Boxcars, said McCone, was made four days before K.F. Bad deven submitted and whyle contract to the contract to the contract of the contract to the contract

Shop Practices. The contract was let by Lieut. General Orval Cook, then chief of Procurement and Industrial Planning, who admitted that he had done so without ever inquiring into what K-F's costs for making the plane would be. And he had no records of the Wright Field meeting at which he, McCone and others made the final decision to go ahead. They were using a wire recorder, said General Cook, but "the recording equipment failed . . ." K-F's costs a plane were originally estimated at \$467,000. Soon they soared to \$902,000, then to \$1.3 million (slightly higher than Bridges' estimate). By May 1952, when the original contract was to have been completed. K-F had delivered only one plane. Up to the present, added General Cook, it has delivered only 44 of the 134 planes originally called for. But the Air Force has made no move to cancel the contract in favor of Fairchild, which has already turned out 412 planes.

Air Force Auditor Sidney Solumon, who checked the books at K-Fs plant at Willow Run, explained how money flew, For one thing, said the K-Ft tred to charge off one thing, said the K-Ft tred to charge of for workers who had carned it from anymotive work. Other items disallowed: 1) \$42, million of automotive costs, which would have evertually totaled \$56 million if not eliminated, and 2) a charge to the erest and the control of the control o

There were also some questionable "shop practices" said Solomon, such as the Willow Run workers' habit of making "manule changes" in time cards to show credit for time not actually worked. Vermont's Senator Rajhe Flanders, who drops his Rs in New England fashion, asked to have "shop practices" spelled. Explained he: "There are differences in pronunciation in different parts of the country."

#### COMMODITIES

Who Builds the Bins?

As the harvest of the new wheat crop began in Texas and Oklahoma last week, Department of Agriculture officials started to worry. Where will the U.S. put the wheat?

Already in storage is a huge carryover of 575 million bushels of wheat and 800 million bushels of corn. With the winter wheat crop estimated at 750 million bushels and the corn at 3,1 billion bushels, some officials predicted a repetition of

THE budget deficit for fiscal 1953, ending this month, will be about 37.9 billion, instead of the \$5.9 billion estimated by Harry Truman. Chief reason: income from corporate taxes was less than Fair Deal estimates.

NTERIOR Secretary McKay, worried over charges that he opposes
the development of natural resources,
will ston announce support for two
will ston announce support for two
will ston announce support for two
properties of the contract of the contract
that the contract of the contract
tributary of the Colorado, through a
tributary of the contract of the
tributary of the Colorado, through a
tributary of the colorado, through a
tributary of the colorado, through a
tributary of the colorado
that the colorado
th

IIFE insurance should cost less next year as a result of the Government's higher-interest policies. Mutual companies (e.g., Phoenis, Massachusetts, Prudential) which have been increasing dividends to policyholders on the basis of lower mortality rates have a new reason to continue the trend: they are earning more on investments.

BECAUSE of a widening trade gap with the rest of the world, Turks fear the lira may be devalued. The government had hoped the gap would be filled by bigger wheat exports, but price-supported Turkish wheat is too expensive for the world market. In cially pegged at 2.42 to the dollar, was down to 5.50 last week.

RFC's new boss, Kenton R. Cravens, whose agency will probably be replaced next year by a bureau making loans to small businesses only, is running things as if RFC were already going out of business. He has fixed 477 staffers, laid down a rigid stipulation that a defense contractor can get an RFC loan only with a certificate that the Government has first tried—and failed—to buy from a firm that does not need a loan. Result: loans have dwindled from ten or 15 a week to one or two.

C. I.O. executives, feeling that they are being ignored by the Administration, largely because the White House has failed to approve the Textile Workers' John Edelman as an Assistant Secretary of Labor, have appropriated \$1,000,000 for a radio & TV program to attack President Elsenmove we tell [the Administration] to go to hell."

COMMERCE Secretary Weeks will take a long look at ship-building subsidies in hopes of getting the Government out of the shipping business. He cut \$118,500,000 in subsidies to build new ships from his 1954 budget, and Congress approved. First result: Moore-McCormack and Grace lines, which between them Grace lines, which between them have canceled their plans.

GOVERNMENT housing men hope to give the housing industry a new fillip by 1) cutting down-payment requirements on FHA loans (now 10% to 20%), and 2) raising the mortgage limit from \$16,000 to about \$20,000. With time running out on this session of Congress, the proposals face a race against the clock.

CARRIER Corp.'s President Cloud Wampler expects an 82% gain in room air-conditioner sales this year (to 750,000), and estimates that 60,000 new houses will be equipped with year-round air conditioning.

the 1949 glut, when stacks of wheat had to be left out on open fields. To try to make room, agriculture officials are storing wheat in 75 mothballed ships on the Hudson River and in 50 more on the James River at Norfolk, Va.

Last week Under Secretary of Agriculture True D. Morse called an emergency conference on corn-storage problems in Des Moines and urged larmers to build more storage bins of their own. Said tethat grain sotrage should not be run by the Government. It should be stored. . . I had grain sotrage should not be run by the Government. It should be stored . . . on the farm, and when it leaves the farm, it should be handled by commercial people . . . I fear that if the Government must record to buying blus and patting look at the bins in the future as monuments to the failure of free enterprise." In the grain country, Morse's statement was coldly received. The grain men thought the Government should provide storage facilities, as it has for years. Storing wheat is especially attractive to farmers now that the spread between the market price of wheat and the Governmentloan price is the greatest on record. The farmer could sell his wheat in Chicago last week for around \$2.04 a bushel. But if he stored it, he could borrow \$2.54 from the Government, pledging the grain as security. If prices do not rise, he can let the Government take his wheat. One hitch: grain is eligible for support only if it is stored in Government-approved places.

The following day. Morse got word of the grumbling in the grain belt. Mindful that President Truman had blamed the

#### THE WONDER METALS —

#### Key to Air Supremacy

THE cold war has created a new kind of industrial battlefield. Obscure and little-known, it lies behind closed laboratory doors. There, researchers for industry and Government are tackling the problem of developing and perfect-"wonder metals"-those metals capable of meeting the unparalleled strains and stresses of the jet and atomic age. Aircraft builders have already laid down this axiom: the nation which first masters the use of wonder metals will rule the air.

Jet engines often reach temperatures 3.700 Fahrenheit at the core of their blast, hot enough to burn ordinary steel like paper. The planes themselves are approaching speeds at which aluminum aircraft skins would lose their strength, then melt. Nor is heat the only problem. Building of the first atomic reactors disclosed the fact that most metals absorb or "eat up" the atomic neutrons needed to provide the fission and motive power.

The great metals search explores a field that is relatively new. Some of the new metals were little more than laboratory curiosities until the air age created new needs. Gradually these curiosities were found to have enor-

mous possibilities.

Two of the best-known "wonder metals," aluminum and magnesium, are now commonplace, although a few decades ago they were prohibitively high priced. Aluminum and its alloys are still the basic materials of all aircraft, But magnesium, which is one-third lighter, is encroaching on aluminum's domain (Douglas's 1,238-m.p.h. Skyrocket has a magnesium-sheet fuselage). In the field of atomic power, the most important metal, next to uranium, is zirconium. Reason: it is one of the few metals yet found which will not absorb atomic neutrons. But it is a frightening metal to process; in powder form it is so unstable that it will ignite from the motion of just being transferred from one dish to another. Its ores are more plentiful than tin, but the metal itself is still scarce. Until recently, one of the scarcest

and hardest-sought metals was columbium. Although not extraordinarily tough in itself, it mixes with steel, nickel and other metals to make alloys that can withstand the tremendous jet heat. The U.S. must depend on Africa, however, for 95% of its limited supply, Accordingly, a big hunt was started for substitutes and yielded the most promising wonder metal of all-titanium.

Titanium, the world's ninth most common element, is almost everywhere in the earth in minute quantities. It has been used for years in a powdered.

oxide form to make paints whiter and make them cover better. But titanium combines so readily with any other element that for years it was considered impossible to refine as a pure metal (scientists call it "the streetwalker," because it will pick up anything).

In 1946, the Government's Bureau of Mines announced it had found the first practical way to refine it into commercially pure form. The Government subsidized experimental pilot plants to process small batches of titunium into sheets, rods, etc., and commercial production of titanium was started by Du Pont and Titanium Metals Corp. But the Air Force wanted titanium desperately not only in its pure state but as an ideal substitute for columbium as a hardening agent in alloys. It pressed for a huge program to boost production to 22,000 tons by 1955 (current production: 3.400 tons a year). A long fight ensued. Some defense officials argued that, with sheet titanium costing as much as \$20 a lb., such a program, with a guarantee to buy all the titanium produced, might cost the Government \$500 million a year. Air Force men argued back that all titanium is being sold as fast as it is produced, regardless of price

Detense Secretary Charles Wilson has now bought the Air Force argument. He has approved a new \$10.000 -200 loan for Titanium Metals Corp. to expand its pilot plant, and a \$26 million loan for Chicago's Crane Co. to build the biggest titanium plant yet planned, near Nashville,

Other battles are fast being won. Originally, titanium proved incredibly difficult to machine and work. But dozens of steel companies have been working with the metal, and have found ways around the difficulties. Titanium, only half as heavy as stainless steel and four times as strong as most aluminum alloys, is now replacing both steel and aluminum in aircraft for skins, parts and struts,

The promising field of powder metallurgy is rapidly enlarging its horizons. let rotor blades of exceptional hardness and heat resistance are now being made out of powdered titanium carbide and a metallic binder fused under tremendous heat and pressure. The big unsolved problem is cost; an incredible \$30.000 per ton v. \$780 to \$1,020 for stainless steel. But as Wilson's program expands production nobody doubts that U.S. ingenuity and research will whittle down the cost, just as magnesium's cost has been whittled from \$5 a In that prospect glows the promise of a great new U.S. industry.

G.O.P. in 1948 for lack of storage facilities. Morse hastily "clarified" his statement. The Government, he said, has no intention of getting out of the storage business right away, may even buy more bins to handle this year's wheat and corn surpluses. He pointed out that it would be "good business" for the farmer to build more storage capacity, so that he could have the grain on hand and ready to market if the price went up. Furthermore, the Government was ready to lend 80% of the cost of new bins built by the farmer, and would pay him 13¢ a bushel for storing last year's corn for another year.

To demonstrate that "freeing butter from support prices would immediately double consumption and completely solve the butter problem," Albert Lowenfels, president of Manhattan's Hotel Bar Butter Co., staged a one-day butter sale at a Manhattan supermarket last week, Price set: 55¢ a lb., the level to which Lowenfels thinks butter would go if left unsupported, compared with the going retail rate of 79¢. Total sales for the day: 4.975 lbs., against average Friday sales of 600 lbs. Net loss to Lowenfels to prove his point: about \$2,300.

INDUSTRY

Atomic Energy for Sale

In an unusual newspaper advertisement this week. North American Aviation, Inc. appealed to "any industry, industry group or industry-government combination" to join with it in building "an atomic powergenerating pilot plant right now." Such a plant has been designed by North American. The company, makers of the famed Sabre jet, said that only the construction of such a pilot plant could provide "the answers to vital practical questions regarding the use of atomic energy." Cost of the plant: about \$10 million.

"Come South, Young Man" For Yankee youth, Colonel Harry M. Ayers, publisher of the Anniston, Ala, Star, last week had a few words of advice: "Come south, young man." Since World War II. Ayers pointed out at the 27th anniversary of the founding of Wooster School in Danbury. Conn., capital has been pouring into the South. Even so, said Ayers, "the South is still an undeveloped region." Youth, said he, would discover, as Northern industry had, that in the South "competition is not so keen as it is in other regions," and "conditions are so much better and success much easier."

#### REAL ESTATE

A Lesson in Economics

Even among white families eager to give next door will often bring qualms about declining property values and a panicky urge to sell out fast. Last week one group of Philadelphia families fought back in a novel way against sellout fever. Early last year a few Negroes began to



#### Same floor space -25% more desks!

HERE'S another firm that discovered how to avoid renting more space when their offices became overcrowded. Instead, the Comptroller of this Birmingham company employed a less costly way—used Shaw-Walker "time-engineering"-got 25% more desks in less space and increased per capita production.

It's for offices just such as these, where space is at a premium, that Shaw-Walker especially designed the "time-engineered" Space-Saver Organized Desks. These revolutionary desks eliminate crowding and actu-

ally help each worker get more done. All drawer space-every element -is organized to pre-position work and working tools, to save wasted motions, wasted time.

Shaw-Walker has been helping American business since 1899. Shaw-Walker now makes 4000 products to help step up office output-chairs, desks, Fire-Files, filing cabinets, loose-leaf and payroll equipmenteverything for the office except ma-

chines-each "time-engineered" for the needs of every job and worker, So if you are setting up a new office, or merely modernizing, make sure you use Shaw-Walker throughout. It will help you stretch time-the most critical factor in business today.

"Time-Engineered" 18 Rimless roll-edge top-the most comfortable working top ever invented. space in every office job Records drawer or Nine-compartment spaizes any reference lists for speed Built-in organizer rack clips to binders. Four "in-drawer" letter Waste basket in drawe New low comfortable height (29") as drawer with built-in tilting dividers that prevent er slumping, organizes work for easy reference.

And this is just one of the ways Write for FREE BOOKLET SHAW-WALKER

The booklet, "Time and Office Work," is packed with ideas for stretching office time. A wealth of information on "time-engineered" office systems and equipment. If mages! Many color illustrations! Write today, on insures letterlend to: Shaw-Welker, Muskegon Is, Michigan.

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World Executive Offices at Muskegon, Michigan Branches and Dealers in All Principal Cities



#### MAKES A DIFFERENCE

That's why the young man wanted our help.

For some time he'd been buying stocks for price appreciation and liberal returns. He felt that since he was single he could afford a fair degree of risk, particularly when he was making nearly 7% on a portfolio of nine stocks worth a little more than \$20,000.

But now he was getting married and he thought it would be wise to make safety of principal his primary objective.

He wondered if we wouldn't review his portfolio from that standpoint ... make any suggestions we saw fit ... and recommend which securities he should sell to increase his cash reserves.

Our Research Department was happy to help him, of course. They suggested that he prune several of the more speculative issues from his list and establish a portfolio better designed to safeguard his capital—but still return better than 5%.

Of course, marriage is only one thing that might make a difference in your investment objectives, might call for an experienced review of your present holdings.

If your own outlook has recently

changed, we'll be glad to go over the stocks you own, analyze your overall position, or prepare an up-to-date program for any particular sum. There's no charge, either, whether

you're a customer or not.

Just address your letter to—

WALTER A. SCHOLL, Department S-35

#### MERRILL LYNCH, PIERCE, FENNER & BEANE

70 Pine Street, New York 5, N. Y.

move into an all-white section of Philadolphia's East Germannoun. A number of other houses in the district promptly went up for sale. Real property of them to the proting of the property of the property of the theory of the property of the property of the general area, asking who families to list their homes. When some the families refused to give listings, the browless refused to give listings, the browless recouldn't believe that they wanter does rewhere the were the property of the property of the prowhere the were the property of the property of the proting of the property of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the property of the proting of the property of the proper

Finally, eight white and four Negro families got together and started distriblamilies for the property of the protain nove is 50° For Satz. Attached 1718 nove is 50° For Satz. 1718 nove is 50° For

Few of the 400-odd signs distributed in the neighborhood were posted. But leaders of the sign project were undismayed, felt it was too early to assess the impact of their idea. In the meantime, their experiment could stand by itself as a primer lesson in both democracy and economics.

#### BUSINESS ABROAD Metal Empire

Although the Canadians have ever even beard history. They claimly has probable heard history. They claimly has probable heard history and the history and history

Lindsley's vast project will take 20 years or more to complete. A lacework of Yukon rivers and lakes, whose waters now flow north to the Arctic Ocean, will have to be dammed off in the north to form a new lake thousands of square miles in area and nearly 200 ft. deep. The backed-up waters, under one plan, would force the moving of the Yukon's largest town, Whitehorse (pop. 2.594), and the rerouting of the Alaska Highway and the Yukon Railway. The southern side of the manmade lake will be tapped, and its waters led through tunnels to the Pacific. Energy produced by the waters' swift drop to the sea will almost triple the output of the famed U.S. Hoover Dam.

Deep-See Porf, At the powersite. Venures plans to build mills and menters to process ore from the company's wortheride network of mines. Electric furnaces will manufacture pig from and steel, fed with from ore from Ventures' mines on Vancouver Island, chrome from a Venture-property in the Transvala, Loabit from New Caledonia and manganese from Southerest Africa, Another plant will man-boutherest Africa, Another plant will man-



PHILADELPHIA NEIGHBORS
They want to stay put.

ufacture aluminum. Lead and nickel from Ventures' Canadian mines will be processed on the site. A new. deep-sea port near by will enable ships to deliver ore and carry away finished metals all year round.

The development must be carried out in stages, and the first stage—a \$5,00,000 survey of Yukon's lakes and rivers—is al-ready under way, will be finished late this summer. The first \$5,000,000 capital has been raised by sale of debentures, and Ventures expects to raise more as needed. Next spring, the first 25,000-hp. pilot power plant will be started.

Classmate of F.D.R. No man is better equipped by experience than Thayer Lindsley to launch the Yukon project. The publicity-shy Ventures president has been one of the most successful operators in Canadian mining ever since he went to



THAVER LINDSLEY
He learned to keep moving.

Canada from the U.S. in the early '205 with a nest egg of \$30,000 in cash. Lindsley, a Harvard classmate of Franklin Roosevelt, got his initial capital and mining know-how operating an iron mine in Oregon, but it was in Canada that he came into his own.

For two decades after Ventures was formed in 1928. Lindsley often traveled the hinterlands of Canada by pack and canoe, scouting mining properties. Ventures acquired the rich Falconbridge Nickel mines at Sudbury, Ont., Giant Vellowknife (gold) mine, United Keno Hill (lead) mines and a dozen other rich Canadian producers. The 20-odd Lindsleycontrolled properties listed on the Toronto Stock Exchange are now valued at more than \$236 million. Through a maze of 49 holding companies and operating subsidiaries. Ventures' mining interests have spread far beyond Canada and now are on four continents

Mysterious Figure. Despite his widespread interests. Lindsley has remained an unknown, almost mysterious figure in the business world. He divides his time between his apartment on Manhattan's Park Avenue and a fashionable house in Toronto's suburhan Forest Hills. He works up to 15 hours a day, much of the time poring over geological maps spread out on the living-room floor, "His work is studying his own mines." a colleague once said. "His relaxation is studying someone else's.

At last week's shareholders' meeting, Lindsley let his aides expound most of the details of the great Yukon project. He said little except to summarize the plan with a shattering understatement: "The implications this may have on | the company's future | are far-reaching.

#### CORPORATIONS

#### A Buy in Botany

For a year, stockholders of Botany Mills, Inc., have had only bad news. President C. F. H. Johnson Sr., who built up the famed textile company, died in April 1952. The annual report for 1952 showed a deficit of \$5,509.434, worst in the company's 64-year history. No dividends have been paid on common or preferred stocks since last fall. Last week the stockholders finally heard what sounded like good news: control of the company was being bought by Philadelphia's Bankers Securities Corp., headed by Albert M. Greenfield, who has made a specialty of buying sick companies and making them well.

The deal involved the sale of approximately 200,000 shares (out of 513,444 outstanding), at an estimated price of \$900,000, by Johnson's widow and son, C. F. H. Johnson Jr., who succeeded his father as Botany's head. At that price, control of Botany seemed a bargain, even though it is short of working capital. It has up-to-date plants and a five-year contract with Philadelphia's H. Daroff & Sons, makers of "Botany Brand 500" suits. Daroff agreed to buy 15 million yards of woolens at a cost of approxi-Greenfield is still president of Albert M.

The World's SMALLEST\*

# Fork Truck Operation PAYS OFF IN BIG SAVINGS!

You don't have to be BIG to get BIG benefits out of the use of CLARK

equipment. Here's the world's smallest fork truck installation-Barq Bottling Company, Hamilton, Ohio. They do a volume of 130,000 cases a year, but the money they're saving looks plenty big to them. This is what they did: E. Bought one CLARK lack track to replace two menual hand trucks.

- 2. Converted from skids to poliets
- 3. Converted four conventional route trucks into pallet-body trucks. And this is how it paid off:
- 1. Cut 50% off the time required to unload supplies, and this with one less man
- Eliminated menual labor from truck leading-only 15 to 20 minutes now required per truck, with 48% greater loads
- 3. Met pook-season demonds with one less truck, because of festpolietized releading.
- 4. Provided more time for driver-sniesmen to do a real selling job. S. lacroesed usable storage space over 180% by high-tiering

This CLARK truck system cut total costs \$6500 in the first year. Furthermore Barq's boosted sales 10% as a result of improved operating conditions. All of which goes to prove: No matter

how big you are, you make more money when you handle your goods with CLARK equipment. Send for Case History reprint from AMERICAN BOTTLER Magazine







$\sim$ 1 $\alpha$ 1	ELECTRIC, UAS, DIESEL, L.P.G.
	<k fork="" th="" truck<=""></k>
	DESCRIPTION DESCRIPTION - DESCRIPTIONS
MINISTRAL TRICK BOSSO	N - CLARK EDSIPMENT COMPANY - SATIS CREEK 14, MICHEM
Please send:	☐ Borg's Core History regaled
	☐ Move representative cell

S ELERN INDUSTRIAL PRICE PARTS AND ECONOC STATIONS IN ETRATECIC LO

# END ITAL

Damaging Moisture Ruinous Mildew Unpleasant Mustiness in home or office



# **ENDED FOREVER**

with the

# **NEW** Westinghouse **DEHUMIDIFIER**

Here's the modern way-tops in convenience, tops in results-to rid your home of destructive moisture. Just plug in the new Westinghouse Dehumidifier . . . and all dampness and moldforming humidity is sucked out of the air. It's automatic. No muss, fuss, or messy chemicals,

Ideal for use in basements, linen closets, bank vaults, workshops, libraries, recreation rooms, photographic darkrooms, laundries, or wherever moisture is a problem indoors.

Ask Your Westinghouse Dealer for Free Home Trial! WESTINGROUSE ELECTRIC CORPORATION Electric Appliance Division . Springfield 2, Mass.

See our three popular IV shows every week. FREEDON RINGS . . . Westinghouse STODIO DNE . . . MEET BETTY FORMESS

YOU CAN BE SURE ... IF IT'S Westinghouse

Ask your Westinghouse Dealer for a Free Home Trial!



ALBERT GREENFIELD

Greenfield & Co., the realty firm which started him on his way in big business. His Bankers Securities Corp. also controls Loft Candy Corp., Hoving Corp. (Bonwit Teller), seven Philadelphia hotels and City Stores Co., (twelve stores). As if to show that one big transaction a week was an inadequate measure of his talents. Greenfield also announced a \$4,000,000 modernization program for his Bellevue-Stratford Hotel.

#### PERSONNEL

Changes of the Week

Robert Joseph Levy, 50, a partner in the Manhattan brokerage firm. Robert J. Levy and Co., was named chairman of Standard Gas & Electric Co. (TIME, Nov. 17), replacing Edward O. Boshell, 51, who resigned to devote full time to Westinghouse Air Brake Co., where he is president and board chairman. Levy, a Standard Gas director since 1947, was chief administrative officer of the Board of Economic Warfare in 1942. In 1943 he was commissioned a major went overseas and became Dwight Eisenhower's liaison officer to Charles de Gaulle, was discharged from the service as a lieutenant colonel in 1946.

Charles Edward Wilson, 66, onetime president of General Electric and chief mobilizer for the first year of the Korean war, became board chairman of Grace Chemical Co., a subsidiary of W. R. Grace & Co., of which Wilson is a direcfirst manufacturing unit, a \$19 million nitrogen plant near Memphis.

G Sir Oliver Franks 48 former British Ambassador to the U.S. and a director of Lloyd's Bank Ltd., Britain's third largest, stepped up to deputy chairman. Franks is thus first in line to succeed Lord Baltour of Burleigh, 70, as head of the

#### GOVERNMENT

#### Adviser to the President

A plan to set up a new Council of Economic Adviser was sent to Comerses last week by the President. The work of scholarly Economics Projessor Arthur E, Burns, who will head the new council, the plan the property of the Projessor Arthur the period of the Projessor Arthur the period of the Projessor Arthur Administration, the new three-man board will keep an eye on U.S. economic changes, actives the President on what to do alloud ports to the nation. But there the comparison ends.

The chairman of Eisenhower's council will outrank the other two members and be the only council member to sit in on presidential conferences. An "Advisory Board on Economic Growth and State of the presence of Government of the Company of the Comp

want stall for accessory source meetings. We operating within so days under Chairman Burns, but will need funds, probably \$8,000.000 a year, to keep noing. A former Columbia University economics professor Arthur Frank Burns, 40, is a rumpled pipe-smeking, registered Democrat, who arthur frank Burns, 40, is a rumpled pipe-smeking, registered Democrat, who grid to the country. In conomics, however burns, and the country. In economics, however ment should stay out of the nations's economic staff and the state of the country. In economics, however ment should stay out of the nations's economic staff and the staff a



Economist Burns





#### Than any other make!

WATER COOLERS

Year after year, more Westinghouse Water Coolees are installed hum any other make... in the giant, new Gleveland Ford Plant, in the Platadelphia Neurological Hospital, in the Miami Cadillae Hotel... and in thousands of other locations. No under they're the Blac Chip Linear of the Industry... Leasting the new, exclusive Super Sub-Coder for greater cooling capacity at lover operating cost... new, static condense to climinate all fin noises. Plus stainless steel top, fost-pedal control, automatic stream-bright control, anti-optic bubbler and other features... 13 models from I gallon to 22% capital for features...

Check Your Local Westinghouse Supplier for Details

WESTINGHOUSE ELECTRIC CORPORATION
Floritin Annilance Division Stringfield 2, Mass.

#### YOU CAN BE SURE ... IF IT'S Westinghouse

See our three popular TV shows every week . . .
FREEDOM RINGS . . . Westinghouse STUDIO ONE . . . MEET BETTY FURNESS

# "FASTER DELIVERIES? Of course! but Clipper Cargo



New markets . . . with on-time deliveries to 83 countries and colonies on all six continents by a lugge Clipper\* fleet . . . 40 flights a day from the U.S.A. alone! Cargo space on exery passenger Clipper.

Scheduled all-cargo Clippers between the U.S.A. and Europe, Latin America and Alaska.

Lower costs—by lighter packing, lower insurance rates, less handling, less pilferage.

Swift deliveries—for better customer service, less money in inventory, less stock on hand.

Space may be reserved—plan deliveries more accurately.

More experience—Pan American carries more overseas care than

any other airline in the world...
even on the highly competitive
U.S.A.—Europe run!

411 heloful offices around the

world to expedite your cargo.

A Free Cost Analysis of your specific shipping requirements—to show how Clipper Cargo can save you money. \*Trade-Mark. Tox. U.S. PAL. OR.

Call your Shipping Agent or Pan American, to New York: STillwell 6-0600, 80 E. 42 Street.

Leader in overseas air cargo -

#### PAN AMERICAN

World's Most Experienced Airline

mists—good or bad. "And you'll have to decide for yourselves," he once told his Columbia classes, "where I belong,"

Born in Stantishu, Austria Burns gradunted from Columbia in 1925, took his doctorate in economics nine years later. After teaching at Rutters and Columbia, he was appointed research director of the National Bureau of Economic Research in 1935. When the old CEA ran out of operating (unda three months ago. Presinomic adviser, got a \$50,000 appropriation for him to set up shop.

tion for min to set up snop.

Congress parted with the money with great reluciance, mostly because Truman's councilinen had made few friends on Capitol Hill, Under Truman, the three CEA members all had equal standine. Thus the council was often split and public squal-bless were common. It became less of an advisory board and more of an apploagist for the Administration's economic polition of the Administration's economic polition.

cies. There seems to be little chance of similar trouble under Burns. Said he: "My inclination would be to stay out of the limelight, make my recommendations to the President, indicate the basis for [them], and then, having done that, to remain eternally quiet."

#### GOODS & SERVICES

Moving Salesroom, Trans World Airrens opened mobile ticket offices in San Francisco and Los Angeles. In each city, a truck, equipped with reservation counter, upholstered benches and two-way radiotelephone, travels on a fixed route, offer-

ing information, reservations and tickets.

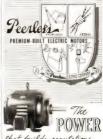
Diamond Enlorger. An instrument which magnifies diamonds to times, enabling purchasers to see any flaws and imperfections, has been developed by H. Percy Zeininger, Boston diamond cutter. In use at Shreve, Crump & Low Co., Boston jewelers, the Magnascope has boosted diamond sales. Price: 8600.

Car Coffee. A coffee maker that plugs into an auto dashboard sucket has been put on the market by Technische Apparate Vertriebsgesellschaft, West Germany. The zadget signals with a whistle when the water boils, pours it onto instant coffee, cocoa or a tea bag with the turn of a knob. Price in the U.S.: \$84 to \$83.

Fully Automatic. The Chrysler Corp, announced that fully automatic transmissions will be standard equipment on all new Chrysler Imperials and Crown Imperials. Similar to the Borg-Warner type used by Ford, the new transmission will probably be used later on Dodge, De Soto and Plymouth cars. Price as optional equipment; approximately \$100.

Foster Freight. A new. high-speck Santa Fe train, designed for better competition with truckers in basiling fresh fruit from the West Coast, set a new record for California-to-Chicago freight varies on the misden run last week. Train No. 6: hauled 18 refrigerated carloads of American Beauty plums to McCook, Ill. in 61½, hours, compared to the average truck time of about of hours.





that builds reputations.

Security of the control of the contr

THE PEERLESS
MOTORS
FANS
BLOWERS

erless W.MARKETST. WARREN.O.

TIME, JUNE 15, 1953

#### MILESTONES

Born. To Barbara Bel Geddes. 30. actress of stage (The Moon Is Blue) and screen (I Remember Mama), and Windsor Lewis. 34. summer-theater producer-director, their first child, a daughter; in Manhattan, Weight; 5 lbs. 11 oz.

Born, To Judy Canova, 36. hillbilly screen and radio (The Judy Canova Show) comedienne, and Philip Rivero, 39. wealthy Cuban importer: their first child, a daughter, Name: Diana, Weight: 8 lbs. 14) 0c.

Morriage Reveoled. Ethel Merman. 44. trumpet-voiced songstress of stage & screen (Call Me Madam\*: and Robert Forman Six. 45. oilman president of Continental Air Lines: he for the second time. she for the third (her second marriage, to American Weekly Publisher Robert D. Levitt, ended in divorce last year); in Mexicali, Mexico, on March o.

Morined. Sir Alexander Korda, 50, British cinemogal (The Third Man, Brenking Through the Sound Barrier); and Alexandra Irene Boycon, 23, farmbred Canadian singer: he for the third lime, she for the first; in a surprise civil ceremony at Venec, in southern France, Said Moviemaker Korda; "She has never played in a film, and never will."

Divorced, By Diana Lynn, 26. cinemingenue (Meet Me at the Fair): John C. Lindsay, 35. Beverly Hills architect: after 4½ years of marriage, no children; in Santa Monica, Calif.

Died, William Tatem ("Big Bill") Tilden II. 6c. longtime international tennis champion and one of the U.S.'s great athletes; of a heart attack; in Hollywood (see Spurt).

Died, Roland Young, 6t, veteran London-born cinemactor (Topper, Ruggles of Red Gap), whose clipped moustache, clipped accent and acidly debonair style made him a comic stand-by of the U.S. screen for more than two decades: in Manhattan.

Died. James Shelley Hamilton, 69, composer of the famed college ballad Lord Jeffrey Amherst, and pioneer Hollywood scriptwriter (The Perils of Pauline); of uremic poisoning; in Rutland, Vt.

Died. William Farmun, 76. oldrime idol of the silent screen, in Los Angeles. Making his cinema debut in The Spailers. It for 14.1. He Am Farmun outpunched Villain Tom Santschi in the movies first bloody balcony-to-street saloon brawl, spent three days in the hospital with a proken nose, cuts and bruises, bent ribs. In the early 200 Farmun made as much as \$20,000 at year, lost \$3,000,000 in the 20 crash, survived the transition to sound read to the property of the Chinamor and Political Politics.



Two recent developments make it more important than ever that manufacturers and merchants have adequate "Products Liability" insurance. The first is a growing ten-

dency for new laws and court decisions to broaden the range of liability. The second is the effect of inflation in influencing sharply higher verdicts.

This double threat endangers the future of every business not fully protected. We shall be glad to help you review your products liability coverage or any other phase of your business insurance in the light of today's conditions.

#### JOHNSON & HIGGINS

INSURANCE BROKERS — AVERAGE ADJUSTERS
Employee Benefit Plan Consultants
6) WALL STREET - NEW YORK 5

New York - Chicago - San Francisco - Las Angeles - Detroit - Cleveland - Philadelphia Philibargh - Buffalo - Seattle - Vanceurer - Winnipez - Montreal - Toronto - Havana

This announcement appears only as a matter of record.

NEW ISSUE

#### \$40,000,000

#### **Richfield Oil Corporation**

Thirty Year 3.85% Sinking Fund Debentures
Due June 1, 1983

The Corporation, pursuant to agreements negotiated by the undersigned, has sold or agreed to sell the abovedescribed Debentures to a group of institutional investors.

Kuhn, Loeb & Co.

June 2, 1953

- • for TIME's organized narrative of these momentous days of decision—told without repetition, with all the nonessentials pared away
- for TIME's special help in understanding the news as it happens all over the world, as it affects our homes, our cities, our economy, our government

this is no time to be without TIME



#### Even a FLOOD couldn't get through HOLCOMB WATER-PROOF WAX



Cetronia Fire Station floor still shines after 24 hours under water, mud and silt!

What happens to a floor buried under mud, silt and water?

The volunteer firemen of Cetronia Fire Co. No. 1, near Allentown, Pa., can tell you. They had just waxed the floor of their basement recreation room with Holcomb Water-Proof Wax when nearby Cedar Creek flooded the place.

It was 24 hours later before they could pump out the water, shovel out the muck and wash down the floor. Said Mr. Frank L. Anthony, member of the board of governors, "After we finally dry-mopped the floor it was still glossy. No additional wax was needed!" Even under punishment like this, Holcomb Water-Proof Wax stays water-proof . . . stands up better . . . costs less to use

Holcomb products-waxes, soaps, cleaners, brushes and equipment - are designed to reduce your time cost, to do the job faster. It will pay you to standardize on Holcomb for scientific cleaning materials,

Research Laboratory and Factory: 1601 Barth Ave., Indianapolis 7, Ind. Branches: New York 18 and Los Angeles 21



Scientific cleaning materials since 1896

#### SCIENCE

#### Rabbit Reactor

Atomic energy has passed a new and important milestone, Last week Atomic Energy Commission Chairman Gordon the AEC's "breeder reactor" at Arco. Idaho has been pronounced successful. The development multiplies by more than too the energy-producing potential of the world's uranium. An analogy spelled out by Dean explained what atomic

Dean asked his audience to imagine that the world has only 100 gallons of gasoline, but that when the gasoline is burned in the presence of water, it turns some of the water into new gasoline. If the amount produced is less than the original stock, the world would soon run out of gasoline. But if the amount is greater, the gasoline stock could grow bigger and bigger until all the world's water had been turned into fuel

Done with Neutrons. Breeding atomic fuel, said Dean, works in somewhat the same way. Natural uranium contains only .7% of fissionable U-235. Nearly all the rest of it is non-fissionable U-238. But when U-235 fissions (splits in two) and produces heat, it also yields free neutrons, Some of these are needed to keep the reaction going, they make other U-235 itoms split. Some neutrons escape or are absorbed by structural materials in the reactor. The rest of the neutrons enter the nuclei of 1 - 38 atoms and make them turn into plutonium, which is just as fis-

sionable as U-235 and can be used as If the reaction produces less plutonium than there was U-218 to start with the reaction will soon stop, leaving most of the U-238 unaffected. But if the amount

atomic fuel.



VEC'S DEAY in-, 100 gallans of gasoline . . .

100



of plutonium produced in greater, the reaction will continue until all the U-raja has been turned into plutonium. The way has considered in the selection of the continue of the that breeds like rabbits is to make a texturned in the committee of the committee of the neutron from neutron from the committee of the continue of the U-raja into plutonium, the amount of fuel in the charge, instead of being consumed like coal, will grow continually.

This is what has been done at Arco under the direction of Dr. Walter Zinn of the Argonne National Lord arcticular AEC has given few details don't reaction certainly used new structure and materials scure as zirconium which continue when the surface and the surface arcticular surface and the surface arcticular surface and the surface arcticular surface a

Energy Unlimited. Chairman Dean points out emphatically that the success of the breeder reactor is not the dawn of a new atomic millennium. Fuel supply is only one of the obstacles that stand in the way of atomic power at competitive prices. But the breeder eliminates any possibility that the world's supply of fissionable material will run out in the practical future. Under the system of burning only the U-235, each pound of natural uranium, containing .007 lbs. of fissionable materials, was equivalent in energy to about 18,200 lbs. of coal. The breeding system makes one pound of uranium equivalent to 2,600,000 lbs. of coal.

#### "Common" Complexity

Electronics ofiers a bewilderingly rich array of gadgests to gwide aircraft. Some have scrious faults; own every expect of the service of the service faults; own every expect to constitute of one suit all types of aircraft or all syme do not suit all types of aircraft or all syme done to the service of pilots. The problem for Government committees, cooperating with civil and military airmen, is to select from this pilethora a common system that will enable instrument-flying pilots to find any airport, avoid all obstacles and land safely on an invisible runway.

In July of 1947, Special Committee 31

of the President's Radio Technical Commission for Aeronautics undertook meselection job. The Transit Phase, built around electronic equipment with and airready been designed, was to be the property 1953. This month, halfway through the 1953. This month, halfway through the target year, the Transition Phase is far from over. But pilots have more guides than ever before to get across country and into airports.

Distance & Direction, In addition to the old four-beam, low-frequency (200-400 kc.) radio ranges, the airways are now dotted with very-high-frequency (108-118 mc.). Omniranges (Trate, Dec. 20, 1049). They cover limited distances (200 miles at 20,000 ft.), but are far more miles at 20,000 ft.), and they continue the proaching plane a straight on form any direction. Rather than flying on form row, crowded beam, a pilot can tune his formirange, receiver to the desired sta-

tion, then read his course on a dial.

On some air lanes, distance-measuring equipment (DME) is being installed along with the Omniranese. A small transmitter in the approaching plane sends out brief pulses of radio energy. At the Omnirange pulses of radio energy, at the Omnirange another transmitter answers with a similar mother transmitter answers with a similar mother transmitter answers with a similar of the order order of the order of the order of the order of the order of the

DME is not yet perfected, but its dials should soon be taible as a well-hecked speedameter. Meanwhite technicians have worked out another trick for Omnirange-DME. By diding a small electronic brain which automatically solves the problem in triangulation, it enables a pilot with DME equipment to set an accurate course to an airport miles away from the nearest

Traffic & Londing. For foul-weather landings, the common system includes both radar-directed, ground-controlled approach (GCA) so popular with the military, and the instrument-landing system (ILS) that is preferred by airline pilots. The prost of the proposed of the prostem o

# STOP TOWEL WASTE

WITH

# **NIBROC®**



Nibroc better-quality towels dry drier-faster . . . fewer are used. The result? Waster drops – costs drop – wastroom efficiency goes up! Superior absorbency, strength and softness make Nibroc the world's largest selling paper towel for industrial and institutional use. Multifold or singlefold, white or natural.



Softer, stronger, because it's made with a new combination of 100% pure cellulose fibres. For industrial and institutional use. White or natural. Call your local distributor for samples and prices—or write Dept. NA-6. Boston.

## BROWN

COMPANY, Berlin, New Hampshire
CORPORATION, La Tuque, Quebec

General Sales Offices: 150 Causeway Street, Boston 14, Mass. Dominion Square Bldg., Montreal, Quebec

TIME, JUNE 15, 1953



SAYS RALPH RUNNE, PLANTS MGR HICKOK MFG. CO. ROCHESTER, N. Y.











OFFICES IN PRINCIPAL CITIES . GENERAL OFFICES. LOCKHEED AIR TERMINAL, BURBANK B, CALIFORNIA . CABLE: FLYTIGER

the ILS radio beam, while alert ground crews give extra guidance through GCA. With all their electronic cunning, scien-

with air tide; neetvoline counting, scientists are steadily weeding out possibilities for human error. In the process, they have packed the airplane with a hefty load of gear. Well-equipped modern airliners are likely to carry both low- and very-high-frequency communication sets, a couple of low-frequency communication sets, a couple of low-frequency radio compasses, a radio

altimeter, perhaps even an airborne radar. So great is the supply of sadgest that every development brings up new questions. Should all airways be handed over to the military radar network that guards them already? Should all planes be forced to carry Omnirange and DME equipment? Such questions must be answered hefore a final policy for air-traffic control can be aid down. Before that happens, planes may be so crammed with instruments that their passengers will have to stay at home.

#### The Immortal Bull

At Janesville, Wis, last week, an unusual calf was born on the farm of John and Melford Hill. It was the first calf in the U.S. to be sired by bull semen that had been kept frozen at -110° F. The Wisconsin Scientific Breeding Institute, which supervised the affair, believes that frozen semen will start a kind of revolution in the cattle-breeding business.

The frozen semen system has been used in England with success, and its economics looks promising. Normally, a healthy bull can fertilize two cows a week, but during this period he produces enough semen to fertilize hundreds by artificial insemination. The main trouble has been that unfrozen semen begins to lose its potency after two days and is not much good after seven days. Under the new system, the output of a desirable bull can be stockpiled in the frozen state and be ready for use at any time in any part of the world. None need be wasted because the demand does not match the supply. This is especially important in the case of beef cattle. whose breeding should be timed so that the calves will be born in spring.

It is known that frozen semen will keep its viability for at least eight months, but there is a good chance that it will last indefinitely. Then a famous bull could become immortal in a sense: he could keep on fathering calves—as many as racusoo of them—long after his body had been made into bologna and hone meal.

#### Alice to Wallis

From now on, the U.S. Weather Bureau will distinguish Atlantic hurricanes by gifts' names, as the Air Force and Navy have been doing for years in the Pacific. All the Pacific of the Paci

Alice of 1953 was wandering last week in the Gulí of Mexico. She was feeble, premature and not at all dangerous.

# "Our sound movie is **full of 'corn'...**but it really **sells seeds!**"





"Research Acres shows how we've developed our hybrids. Bell & Howell equipment helps us in showing our movie all over the country."

R. J. LAIBLE
Agricultural Advisor
FUNK BROTHERS SEED CO.
Bloomington, III.



New! Magnetic Filmosound 202 I6mm recording projector lets you add that professional touch to your movies easily, in expensively add sound to old silent films, change sound to fit specific needs...show any 16mm movie. From \$699.

sound or silent films. Brilliant pictures, full, natural sound at all volume levels. From \$449.95.

# With Sound Movies your message really sinks in!

Funk salesmen find it's easy to sell their superior hybrids when prospective buyers see the remarkable sound movie. "Research Acres." This movie, the third of a series produced by Funk "O' Hybrid Froducers shows microphoto shots of pollen grains fertilizing corn silks, tassel development, and other amazing glimpses into the growth of corn.

Only sound movies could tell this low matic story . . . and do it at such a low, loos cost. It's a powerful tool for their salesmen, and it's especially helpful to growers, 4-H Clubs, Granges, and other farm groups to whom it's available on request. Today, more and more sound movies are used by business, industry, church, school, and farm groups to solve heretofore difficult and costly educational and sales problems. Bell & Howell offers the finest motion picture equipment to help you do the best job at lowest cost.

# Bell & Howell

motion picture equipment

Find Out Today How Bell & Howell Can Help You!

Bell & Howell Company
7103 McCormick Road
Chicago 45, Ill.
Please send me, without cost
or obligation, complete informa

Home	use in:  Industry  School
NAME	
ORGANIZAT	10N
ADDRESS .	
CITY	



The sky's the limit to your productivity...

#### with a DICTAPHONE TIME-MASTER

There's no ceiling on your ability to grow and develop business-wise. But limitations may be imposed by the methods you use.

If your methods of communication are tied down by out-moded, inefficient procedures—put wings on your words with a Dietaphone THE-MASTER.

Soar through tedious detail; answer letters as soon as you read them; give orders; trap ideas the moment they come to you.

This fact has been proven: You can double your productivity with a TIME-MASTER, most popular dictating machine of all time.

And the savings? They have been measured in down-to-earth dollars.

That's why 89 of the 100 largest U. S. manufacturing firms use the Dictaphone TIME-MASTER.



The +1 dictating machine -TIME-MASTER

Drop us a line: ask for free illustrated booklet. "TIME TISELF." and a sample red plastic Dictabelt. Dictaphone Corporation, Dept. C63. 120 Lexington Avenue, New York 17. New York.

#### CINEMA

#### Top Drawers

May's five leading moneymakers in U.S. picture houses included, according to Variety, two 3-Ds and one wide-screen movie:

- House of Wax (Warner, 3-D)
   Moulin Rouge (Romulus; United)
- Artists)
  3) Salome (Columbia)
- 4) This Is Cincrama (Independent, wide-screen)
  - 5) Man in the Dark (Columbia, 3-D)

#### The New Pictures

Times Gone By (Cines; Italian Film Export) is an Italian made grab bag of episodes that range all the way from the melodramatic to the slapstick. Based on short stories and a play by late 10th



DE SICA & LOLLOBRIGIDA

Also a touch of Maupassant and Proust.

century Italian authors, the picture is held together by a rather flimsy plot device a bookdealer (Aldo Fabrizi) who skims

through tales of the 'gos.

The outstanding episodes:

- ¶ A droll. Maupassant-like tale about a young married woman and her lover, who fritter away the few hours they have to gether in bickering and jealous suspicion. ¶ A moving. Proustian story of first love hetween a nine-year-old boy and girl.
- ¶ A courtroom farce in which a bombastic attorney (played by famed Director Vittorio De Sica) successfully defends a voluptuous murderess (Gina Lollobrieida) by playing on the emotions of a susceptible judge and jury.

Volcano (Panono: United Artists) is an eruptive drama set on Vulcano, one of the small (pop. 450). rugged Avolian is-lands west of the toe of Italy. In a melo-dramatic manner, it tells the highly melo-dramatic story of a prostitute (Anna Magnani i banished by the Naples police to her native island after an absence of 18

TIME, JUNE 15, 1953

### Winner Against Insects

#### CHEMICAL PROBLEM ...

... to help manufacturers produce agricultural insecticides that are more effective against the variety of insect pests that attack food and fiber crops

#### SOLUTION ...

... toxaphene, a basic ingredient in many brands of insecticides. Developed by Hercules research, toxaphene is low in cost in either dust or spray formulations. Toxaphene is officially recommended for control of more than 150 different crop-destroying insects. Easy and agreeable to handle, toxaphene is economical to apply by plane or conventional farm equipment.

#### RESULT...

... more crop production per acre, at lower cost for insect control, wherever toxaphene insecticides are properly used. Millions of pounds of these insecticides are used annually. The checkered toxaphene flag shown, for guiding planes in aerial applications, is familiar equipment among custom spraying and dusting crews in many farm areas.



#### Hercules' business is solving problems by chemistry for industry ...

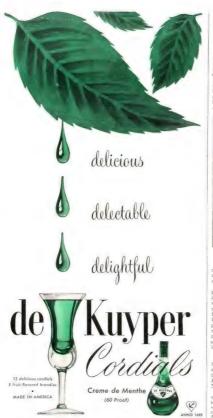


... plastics, paint, varnish, lacquer, soaps, detergents, rubber, insecticides, adhesives, textiles, paper, to name a few, use Hervalles\* synthetic resins, cellulose products, chemical cotton, terpene chemicals, rusin und rusin derivatives, chlorinated products and other chemical processing materials. Hervalles\* explosives serve mining, quarrying, construction, seismagraph projects exervahere.



HERCULES POWDER COMPANY 933 Market Street, Wilmington 99, Del.
Sales Offices in Principal Cities

TIME, JUNE 15, 1953



send for FREE RECIPE BOOK  $\bullet$  national distillers products corporation, department 1-63, Box 12, wall street station, new york 5, new york

years. There she finds her innocent young sister (Geraldine Brooks) in danger of being seduced by an unscrupulous diver (Rossano Brazzi). In the end, the prostitute kills the diver and dies in a volcanic eruption.

Reminiscent in story and treatment of Strombult (TIME, Feb. 21, 1950). Volcano is a far better filme Against the island's rough taskedop, the yarn's primitive gasor out of place. Director William (Salome) Dieterle has made good use of Vulcano's sun-baked terrain. rocky mountainsides bleak and barren vistas. Blending a docubeak and barren vistas (Bending a docubeak and barren vistas) stempting a docube has turned out some notable scenes. a raw, vivid turna-fishing sequence, a scene



Magnani & Brazzi Prodigality returned.

of island women toiling in the cruel pumice mines, a colorful festival procession on nearby Lipari.

In melodramatic prodigality, Anna Magami outdoes both story and setting. She acts the unhappy heroine with her whole vivid personality, slouching body, disheveled hair, grieving eyes and caged face. Not even a fumbling job of Englishlanguage dubbing can detract from her performance. Whether she is mourning the death of her dog, shouting obscenely at the islanders or tipally singing a holiday song, she makes most other movie actresses look like jale blossoms indeed.

Tonight at 8:30 (J. Arthur Ronk: Conhinentol Distributing Inc.), Noel Cowdra's 1936 play series, has already yielded two better-grade British movies, Brief Encounter and The Astonished Heart. Now three more of the original nine short

9. Patenno was originally to have been directed by Roberto Rossellini, but after his romene with Interid Beruman began. Director Rossellini axiv up the project and made Stromboli, scale unit axiv up the project and made Stromboli, scale in accordance of the control of the



# Remington Rand announces a new LOW-COST bookkeeping machine...



Today's hest buy for clerical savings
Complete figurework. You can now get five

totals or more for posting, distribution and control—up to 140 digits of totals at your command for a new low cost.

Complete description. The typewriter keyboard permits describing each entry on each record as your procedures require.

Complete records. One writing of each charge or credit posts all records simultaneously, with up-to-date balance for each account, and complete daily proof that all entries balance to the penny.

Touch-method speed saves you valuable clerical time each day, keeps work up-todate, takes the "rush" out of month-ends.

Single-keyboard simplicity. Your present employees can quickly learn to use it. No costly training or premium salary.

For any kind of work: receivables, payables, payroll, analysis or distribution, general ledgers, inventory, costing, many others.

All the basic money-saving advantages of a top-price descriptive machine can now be yours for only a fraction of the usual investment. Easy to get started saving.

Call for a demonstration at your local Business Equipment Center, or write for folder AB-664 from Management Controls Reference Library, Room 2768, 315 Fourth Ave., New York 10.

Remington Rand

PROFIT-BUILDING IDEAS FOR BUSINESS

TIME, JUNE 15, 1953



# Only \$19995 for new hideaway room cooler!



Maisture a problem? See this! Admiral's new 3-way Room Maisture Conditioner. It's a humidifier, dehumidifier and handy ventilating fon-all in one! Small. Compact. Fully partable. Ask to see it.

So compact! Tucks out of the way in any window. Drapes, blinds close easily over this new Admiral. Plug it in like a radio. Enjoy clean, cool, freshened air in every nook and corner. Draftfree! Lullaby quiet. Ideal for home or office. See it-at this low price-at your Admiral dealer's now.

## Admiral

REFRIGERATORS . HOME FREEZERS . ELECTRIC RANGES + DEHUMIDIFIERS + TELEVISION + PADIOS SEASIDE COUNTRY 2 Aristocrat of the CLUB Virginia Seashore The Cavalier Hotel and its entire resort facilities will operate as a private club for local non-resident members and their guests commencing July 1. Write for information.

Galf, Yennis, Bathing, Indoor Pool,

Fishing, Seating, Riding, Lawn Bowling

CENTROL AND AND

PLASTIC BINDING RIGHT IN YOUR OWN OFFICE this modern low-tost way Add prestige ... color ... utility ... sttention-compelling appearance to reports, catalogs, all printed and duplicated material. Save money, too. Anyone can operate.

FREE . . . PLASTIC BOUND PORTFOLIO-PRESENTATION

Get your personalized edition toda ... a unique and beautiful sample a

important informa GENERAL BINDING CORPORATION 812 W. Belmont Ave., Dept. TM-6 Chicago 14, Illinois

plays have been transferred to the screen Directed by Anthony (The Rocking Horse Winner) Pelissier, who was a featured player in the stage version, the picture is sometimes long on talk and short on the high sparkle that Coward and the late Gertrude Lawrence gave it in the theater. but it is a faithful, well cast and generally satisfying movie.

The three playlets, ranging in setting from the British provinces to the French Riviera and in subject from the British lower middle class to the international set, are corrosive social commentaries under a blithe veneer.

The Red Peppers, "an interlude with music," details the interminable bickering of a husband & wife variety team in a British provincial theater. At times it becomes repetitiously strident, but Ted Ray and Kay Walsh play the third-rate vaude-

Ways and Means is a fairly longwinded farce about a couple of carefree. down-at-heel professional guests and an imperturbable burglar on the Côte d'Azur. Nigel Patrick. Valerie Hobson and Jack Warner, in a trio of spry performances,

play it to the hilt.

Fumed Oak, billed as "an unpleasant comedy," is the best of the lot. After 17 dreary years of marriage, a respectable suburbanite walks out on his nagging wife. shrewish mother-in-law and doltish daughter. But first, he tells them all off, Betty Ann Davies. Mary Merrall and Dorothy Gordon are suitably unpleasant as the ladies, and Stanley Holloway is just about

#### right as the long-suffering worm who turns. CURRENT & CHOICE

Julius Caesar, Hollywood's hest Shakespeare to date; with Marlon Brando, James Mason, John Gielgud (Time, June 1),

Strange Deception. An allegorical manhunt with a postwar Italian setting, powerfully filmed by Novelist Curzio (The Skin) Malaparte (TIME, June 1).

Stalga 17. Director Billy Wilder's rowdily entertaining adaptation of the Broadway comedy-melodrama about a Nazi prison camp; with William Holden (TIME, May 18).

Mahatma Gandhi-Twentieth Century Prophet. An eloquent, full-length documentary about India's late great leader, narrated by Quentin Reynolds (TIME, May 18).

Fanfan the Tulip, A witty French spoof of the typical movie swashbuckler: with Gérard Philipe, Gina Lollobrigida (Time, May 11)

The Juggler, Kirk Douglas as a D.P. in flight from the law and himself in a vivid chase story set in Israel (TIME. May 4).

Shone, A high-styled, Technicolored horse opera, strikingly directed by George Stevens: with Alan Ladd, Van Heflin, Jean Arthur (Time, April 13)

Call Me Madam. Ethel Merman sparkplugs a big, bouncy movie version of her Broadway hit musical about a diamondin-the-rough lady ambassador (TIME. March 23).

#### "WHEREVER I GO

# I have the convenience of HERTZ SERVICE

"Contenience is right! I always have a car from Hertz waiting for me at my destination city . . . my work starts the minute I reach town . . . I lose no time, I make more calls. Along with a fine new car at a low rental rate I get gasoline, oil and insurance at no extra cost. I'm for Herez Service, every time!"



nternational Airport, Ft. Worth, Texas,

... drive it as your own

## HERTZ SERVICE: what it is, what it costs, how to get it-

What It Is . . . Hertz is a rent-a-car service, int national in scope, available in more than 500 cities and resort areas throughout the United States, Canada, Alaska, Hawaii, Cuba, Great Britain, Mexico and Switzerland.

What it Costs . . . Here is a specific rate example: at the Hertz station in Fort Worth, Texas, the 24 hour daily rate is \$6.00, plus 7 cents per mile, including gasoline, oil and insurance. Thus, the total cost for a trip of 30 miles in any one day is only \$8.10, whether one person or five ride in the car. Rates are lower by the week. Rates vary slightly in different sections of the country.

Gasoline, Oil, Insurance Furnished ... Even on long trips, whatever amount you pay for additional gasoline and oil is refunded to you. Public Liability, Property Damage, Fire and Theft Insurance and \$100.00 deductible collision protection are included in the low rate—at no extra

How To Get It ... It's as easy as A-B-C to real from Hertz: (A) look in your telephone directory under "H" for your nearest Hertz station; (8) show your driver's license at the station and identify yourself; (C) step into a fine new car and go!

Advance Reservations . . . To be sure of a car when you need it, locally or in some other city, It is well to make a reservation in advance. Any anywhere, for any time. Or, if you have the correct Hertz station name and address at your destination city, you can make your own reservations by letter, telegram or telephone. Also, any railroad or airline reservation office will make a Hertz reservation for you through the Hertz Rail-Auto Plan or the Hertz Plane-Auto Plan at the time you purchase your railroad or airline ticket. Always insist on Hertz when you make your reservation and be sure you get Hertz service when you arrive at your destination.

New Model Cars ... Cars rented from Hertz are always current-model cars, of popular makes. The car you rent bears no Hertz identificationit is your private car, for an hour, a day, or as long as you wish.

Charge Cards Available . . . Hertz Charge Cards (international in application) are issued to well rated business firms and individuals. The card serves as identification, eliminates deposit requirements, and provides credit privileges if desired. Air Travel Card holders and Rail Credit extended to holders of Hertz Charge Cards. Additional Information ... For information on Hertz stations—anywhere—or for information on ony detail of Hertz Service operations, contact your nearest Hertz station or-write or phone Hertz Rent-A-Car System, Department 653, 218 South Wabash Avenue, Chicago 4, Illinois; phone: WEbster 9-5165.

TRUCKS, TOO ... Hertz is also the world's largest truck leasing and rental organization. rucks are available at most Hertz stations for daily and weekly rentals, or on long-term lease,

#### HERTZ Rent-A-Car SYSTEM



#### BOOKS

#### Middleweight & Friend

THE VIOLENT WEDDING (255 pp.)—
Robert Lowry—Doubleday (\$3).

"You just never save a great fighter." her sportswifer friend tells Laine Brendan. "I'm going to take you to see one tonight." That night, in Madion Square Garden, Laine Brendan sees Middleweight For Baby, the flash is just a routine affair, won by a knockout, But Laine's emotions come to life as the watches the Neuro boxer "fighting his fight with a savage greace... like the black angel of death himself." After the fight, Laine can't get himself. "After the fight, Laine can't get the property of the start of the property of the Greenwich Village walkup apartment. Once Baby gets there. Novelist Robert

Lowry begins mixing a thunderstorm of violence. Uncomplicated, and decidedly no bohemian. Fighter Baby figures Laine is crazy to fall in love with a "spook," as he calls himself, but he enjoys driving her around in his Cadillac and ending the evenings in her apartment. For Laine, whose heart is a haunted house crowded with the memories of a broken marriage, two other love affairs and a stumbling career as a second-rate painter. Baby is a kind of dark Galahad of the Life Force. One day when she is babbling on about the beauty of his bravery, Baby sets her straight: "You want to know the reason I'm a fighter? . For money. For this car and these clothes. That's all I'm in it for." But be-

elothes. That's all I'm in it for." But before this cold logic douses their brief affair. Laine does a portrait of Baby. She paints him bloody-faced amid a crisscross of ring ropes. "You scare me out of ten years' growth." Baby says when he sees it. "You want to get me killed." But it is



NoveList Lowry
Baby fought for money.

Baby who does the killing, without intending it, in his next fight; and the splatter of headlines in the midnight papers about the man he killed in the prize ring puts Baby in a raw mood. He turns up at Laine's apartment and, when she resists this time, rapes her.

After that, Author Lowry throws a series of punches that glance off into melodrama and symbolism. Laine takes an overdose of sleeping pills. Baby, though a champion now. decides to quit. But compulsively he digs up Laine's old portrait of him, and it convinces him, in a way Author Lowry never makes clear, that catching a few of life's blows is no excuse for slumping to the canvas in despair. He tells his manager to book another fight. Until he sidetracks The Violent Wedding on to Baby's mind and conscience. Author Lowry keeps his fighter, his prose and his novel cannonballing along like a night express on a clear track.

## Self-Expression in Kenya No Picnic on Mount Kenya (239 pp.)

—Felice Benuzzi—Dutton (\$3.75).

The established adventures have their protocol, their professional techniques. Mountain climbers, bizegame hunters and explorers nowadays set out only after supplying themselves with the most up-to-date maps, guides and gear. But the adventure of No Plente on Mount Kenya de and the supplying the

Felice Benuzzi, the onetime Italian colonial official who tells the story, was interned by the British in 1041 and sent to Nanyuki, Kenya, Like any other P.W. he hated internment; the demoralizing idleness, the inability to be alone. But his camp was overshadowed by 17,000-fit, Mount Kenya, "a massive, blue-black tooth of sheer rock." To some of the prissones; it became a symbol of freedom.

A veteran Alpinist, Benuzzi conceived the scheme of walking out of the poorly guarded camp, scaling Mount Kenya, and then—since there was little prospect of getting back to Italian-controlled areas of blandly returning to captivity. His seme had no practical end: it was simply Benuzzi's idea of self-expression.

Retreat from a Cow. With two other prisoners. Benuzzi showed endless patience in trading cigarettes for food staples. Iffting equipment from the British warehouse, getting clothes sent to him from home. Finally. in January 1943. everything was ready.

Petending to be a work party, the three men walked out of camp and made their way through the "human danger zone" (natives and British search parties) toward the base of the mountain. Loaded down with heavy rucksacks, unarmed except for crude ice axes, without a map, they then invaded the "animal danger zone" (lions, leopards) and began to fol-



ALPINIST BENUZZI He climbed for himself.

low a stream which they hoped had its source high on Mount Kenya. The story of their blundering journey

is told by Author Benuzzi with both vividness and restraint. The nervousness of fugitives untrained to the African bush, the encounters with an elephant and a rhinoceros, the hasty retreat from a beast which turned out to be a cow, are all skillfully exploited for suspense. But the real challenge began only as the three men

The Iralian Figg. At the 14,000-ft. The Iralian Figg. At the 14,000-ft. The climbers suffered a mild be the state of the climbers and the set of 15,000-ft. Battan Peak, the highest of 17,000-ft. Battan Peak, the highest of 17,000-ft. Battan Peak, the highest of 10,000-ft. Battan Peak, the was much too low. Nonetheless, Benuzai and the sturdier of his two companions. Laking a route that professional mountaineers had declared impassable, set out for Battan impassable, set out for Battan.

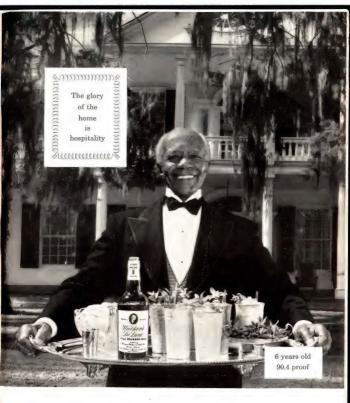
pressed higher on Mount Kenya itself.

They failed, defeated by ice, huse cliffs and a blizzard. But they did get to the top of Lennan Peak more than 10,000 ft, high. There they planted an Icalian flaz, throughout their intermment. Then came the grauling descent, with the sick man a burden and with an almost complete lack of Icalian flaz, and Icalian flaz

#### Conrad's Trade

RIDE OUT THE STORM (470 pp.)—Roger Vercel—Putnam (\$4).

Ever since Kon-Tiki, the publishing tide has run strongly seaward. And so, apparently, have readers lastes, with such books as The Caine Mutiny, The Sea Around Us and The Cruel Sea, following each other as successive bestsellers. Yet few present-day writers seem interested in following the old Conrad tradition



## An elegant julep, sir? It's Walker's DeLuxe!

The hospitality of your home is graciously expressed by drinks of this elegant-tasting Hiram Walker whiskey. Walker's DeLuxe is straight bourbon whiskey at its finest-6 years old, 90.4 proof. May we suggest it for the friends who come to your home-and for yourself?



CROSLEY Room Air Conditioner

Now, comfortable coolness on the hottest days—air conditioning at its best with the revolutionary new 1953 Crosley. But more! Crosley "conditions" air. Cleans it of dirt, dust, soot. Dries air—eliminates "sticky-weather" humidity. Circulates air without bothersome drafts. Ventilates your room all year round. Exhausts stale air—whisks away odors. Put yourself in the CROSLEY Comfort Zone—see the five new 1953 models at your Crosley Dealer's today. Crosley Division, AVGO Manufacturing Corp., Gineininati 25, Ohio.

SET YOUR HEART ON CROSLEY

Audit ACC.73 2

Put Yourself in the CROSLEY Comfort

15 Course from Pages of 15 Long Transpage 1

which dealt with the "glorious and obscure toil" of seamen. Of those who do. France's Roger Vercel, author of Salvage, Troubled Waters and a 1938 Book-of-the-Month Club choice, Titles of Mont St.-Mitchel, is perhaps the best. In his latest novel. Ride Out the Storm, he again pits hard men against the pittless sea and lets human nature take its willful course.

Ships to Race. The time is the turn of the century. The ships are three- and fourmasted craft, fighting the losing battle of sail against steam as they race with their cargoes of grain and nitrates out of Australia. Chile and San Francisco. round Cape Horn to their French home ports. From these ports come the homeless. hard-bitten men who man them-a surly lot, mostly shanghaied aboard by brothelkeepers to whom the poor fellows have lost every franc. As vicious as any man caught in this vicious cycle is Common Seaman Rolland, who is lugged aboard the good ship Galatée, bloody-faced and fighting mad.

His shipmates find little to admire in Rolland; only the canny first mate senses the courage and leadership under the rebel's mask. When an 18-year-old apprentice seaman is swept overboard in a heavy sea, it is Rolland who commands the dingby that rescues the boy, though the waves turn Rolland's crewmates grey-faced with feat.

A Wife to Gomble, Bock in France, his first mate friend packs Rolland off to navigation school, and in a few years Rolland becomes first mate of the Antonine. Off New Caledonia, the Antonine. Off New Caledonia, the Antonine is hit by a hurricane. The wind shreds her sails and splinters her masts: the sea roars across her decks and smashes at her hull. With the captain dying, it is Rolland who frongue-slashes the men and keeps the Antonine adjoat; with the captain's death, he gets his own captain's commission.

Before Captain Rolland takes command of his ship, a grave-eyed girl named Geneviève takes command of the captain. They marry and he takes her to sea with him. A few days out, Geneviève gets seasick and stays seasick, Rolland, who is a different man at sea from what he is ashore, poohpoohs her illness and sticks to the deck. Even when the first mate pleads with Rolland to land the sick woman. Rolland refuses. It takes him 20 days to round the Horn, and in that time he comes to know that he has gambled with his wife's life and lost. Author Vercel leaves him, as Conrad liked to leave his heroes of the sea, a sadder but a wiser man.

#### Life on the Right Bank

Two Worlds for Memory (348 pp.)— Alfred Noyes—Lippincott (\$5).

Affred Noyes is to English poetry much what the Royal Academy is to English painting. In his 72 years. Noyes has watched the breaking of storm upon storm of "experimental" poetry, but each tempest has only strengthened his conviction that the poet's best anchorage is somewhere between Swinburne and Kipling. Thus, in an age when poetry has become

cleans

as it

dries

as it

cools

the

air

you

breathe!



# Delcos sensational new "Favorite Station"

### volice Station

#### Signal-Seeking Car Radio

Here is an entirely new idea—the nearest thing to a completely satisfying automobile radio ever developed! It's the new Delco 'Favorite Station' Signal-Secking Radio, a sensational new model that combines push-button tuning of any by the preselected stations with Delco Radio now-famous signal-secking mechanism. With this advance-type radio you can instantly select your favorite local station by push-button, or, by using the signal-secking device, any station within range can be brought in. What's more, you can readjust the push-button mechanism to get any combination of five stations in a matter of seconds! To appreciate how this smaxing, all-new automelule radio will add to your driving and listening, pleasure, ask to have it demonstrated by your car dealer.



DIVISION OF GENERAL MOTORS CORPORATION

KOKOMO, INDIANA

#### Tuning Instantly Readjusted!

To readjust push-button tuning to any new combination of five stations, you merely move five small sliding red tabs until each is opposite a desired station. As you leave one area you can adjust to a new local group of five stations.



#### Signal-Seeking Toner Works Automotically! Press the station selector har and the

Fress the station selector bar and the Signal-Seeking Tuner travels across the dial until it encounters a station signal. Another touch of the finger and the next station comes in . . . up to 50 stations can be received in many localities!



#### Safety with Listoning Pleasure!

Owners of this new Delco Radio can operate its Signal-Seeking Tuner without taking their eyes from the road or their hands from the wheel... by depressing a foot control switch on the floor board! This feature is optional.



# Cummins ENDORSERS

ENDORSE DATE

UP TO **4** 50

Get bank deposits ready at the last possible minute with the machine bankers use-high-speed Cummins Endorsers. Endorse checks faster, nearer close of banking hours. Quickest way known to prepare checks for deposit! Endorse as you make out deposit ticket . . . in a fraction of the time it takes with a hand-stamp! Cummins Endorsers endorse, date, stack in sequence up to 27,000 checks an hour. Perfect sequence stacking permits quick and accurate rechecking with deposit slip-both in your office and at the bank!

Only Cummins Endorsers convert in seconds to check signers . . . sign checks with your best signature always . . . relieve high-priced executives of the time and dollar-wasting chore of tedious hand-signing!

There's a Cummins Endorser-Signer To Fit Your Business hane Cummins Business Machines

Division Offices in principal cities

CUMMINS-CHIÇAGO CORP., Dept. T-63 4740 N. Ravenswood Ave., Chicago 40, III. Please send full information on Cummins High Speed [ Endorsers [ Cherk Signers Address of Business

increasingly hard to understand, Noyes's lyrics have remained, for better or worse, untouched by intellectual complexity.

Noyes's autobiography shows that his life has traveled on the same orthodox feet as his poetry. Of his parents, he says firmly: "I have nothing sadistic to re-port." Of his childhood: "Nor can I utter a single agonized cry of self-pity." As an Oxford undergraduate he joined "a little group . . . who were keenly interested in literature." but "rowing became the most important thing in life." He records only two rebellious outbursts: a spell of agnosticism at the age of 15, and playing hooky from Oxford exams in order to write his first volume of poems.

Highway to Hollywood. One advantage of Noves's traditionalism was that his work quickly became popular. His first



POET NOVES Nothing radistic to report.

collection. The Loom of Years (1902), was welcomed alike by George Meredith and Punch. When he wrote The Phantom Fleet, a poetic plea for a bigger & better British navy, even the Admiralty was roused, "The Navy League made use of it on Trafalgar Day . . . and presented me with a walking-stick made of the oak and

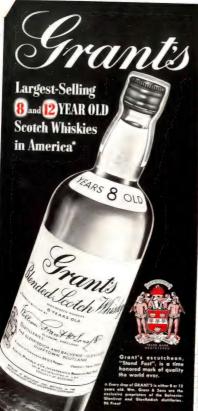
Noyes's next success. The Highwayman, carried him even further-into "scores of anthologies and several hundred schoolbooks in England and America." It has since become the basis of two cantatas popular Noyes work. Dick Turpin's Ride, the theme of a movie. On these successes Scotsman Ian Crawford based his fine parody. Hollywood Highwayman, with its memorable third stanza:

One kiss, my bonny sweetheart. Gee! That's the way I feel,



The INTERNATIONAL NICKEL COMPANY, Inc.

posal and treatment systems.



SALE US DISTRIBUTORS Austin, Nichols & Co., Inc. BROOKLYN - NEW YORK

But I shall be back with the crown jewels before the end of the reel. And if they fade me early or dissolve me

through the day. Then look for me by limelight

Fit come to those by limelight, though Kirley burs the way."

Visiting Englishmon. International peace, based on Anglo-American cooperation was a tavorite Noves theme even before World War I. In 1911 he went to the U.S. on his first fecture tour and in 1914 became Murray Professor of English Literature at Princeton, Some of Noyes's best anecdotes belong to his periods in the U.S.: British Ambassador Cecil Spring-Rice was prone to reveries, during which he was and to forget that he was attending an official function and think he was watching a play. When at Princeton a bishop intoned a superb benediction. Spring-Rice was so impressed by the 'performance' that he brought his hands together with a resounding clap and was only saved from turther applause by Astronomer George Ellery Hale, who nimbly pinned the amhassadorial elbows together from behind, Q Boston's Mrs. Thomas Bailey Aldrich was "the only person in existence who had seen Harriet Beecher Stowe drunk, happened when youthful, innocent Hostess Aldrich decided to impart a higher tone to her claret cup by adding the contents of "a curiously shaped bottle which she understood came from a Carthusian mon-The day was warm, and after

downing two tumblers of the brew, Visitor Stowe had the illusion that she had become a sailor. Her "berth" (the sofa), she com-

plained, was "going up and down" so tempestuously that she had difficulty in climbing into it. Her last words, growled out as she collapsed: "I won't be any properer than I've a mind to be. Let me

"Curious Tolerance." Britain between the wars was a bad climate for a poet like Noyes. Increasingly hailed by the older generation, he was an archenemy of the younger. In Noyes's eyes, for example, the so-called "stream of subconscious ideas" meant only "the entire contents of the garbage can and the sewer." He prided himself that his objections to James Joyce's Ulysses ("filth") prevented its being praised on the BBC, and he ordered Novelist Hugh Walpole out of his house for recommending it to one of Noves's daughters. To a more modern generation of poets, he appeared the epitome of everything to be avoided in British traditionalism.

Posterity is likely to take a kinder view. It he never work on "experimental" to he never work on "experimental" poem in his life, his Hagen is still some a still some of the most reasing drown as still some of the most reasing drown as long out to be at the preferred livings or too continents were unfaillustly gentred—and apt life himself, to deplore "that curious modern tolerance for things which ought not to be himself, to deplore "that curious modern tolerance for things which ought not to be found to be a sense. The World for Memory, a candid and goosity account of life & letters on the old Right Bank.

## HOW COMPANY PLANES PAY OFF



LUMBERMAN WALLACE More Calls . , . More Clients

#### A REMOTE PROSPECT SERVICE

Often Makes A Good Customer Aggressive U. S. sales managers have always eyed rich, distant trade areas with envy. But the time and expense of invading out-of-the-way markets usually makes such ventures unprofitable. Only recently, have some firms found a workable, new way to lick the transportation problem ...

#### NEW BUSINESS

From a"Log Book," Lumber Sales When tall, energetic Don Wallace of St. Clair, Mich. says, "I'll go almost anywhere to follow-up new business leads," the flying lumber wholesaler can list clients from Maine to Texas to prove how profitably his out-of-town calls pay off.

Wallace pilots a Cessna 170, says, "Before buying the plane, I couldn't reach anyone off the beaten track. Today, I spend half my business time flying to marine customers in Maine, sash and door manufacturers in Florida, furniture eustomers all over the East, suppliers on the West Coast, and shuttling visitors from my office to Detroit airport (45 minutes by Cessna, 3 hours in highway traffic)!" Once Wallace left St. Clair. made calls in Monticello, Binghampton. Elmira, Courtland, Bath and Rochester, N. Y. in 2 days! He says, "Customers, hundreds of miles away, tell me I give better service than local suppliers!"

Wallace says, "Unlike many planes the 170 is tops for business-easy to solo in. yet fast enough for continued use. I like its high-wing visibility and sturdy landing gear because most of the fields I land on are rough and unfamiliar and, as for saving me time. I'd bank my whole business future on those Cessna wings!"



THE BRISCOES\* MAP A SALES SWING Their "month on the road" takes 3 days

#### A Briscoe Specialty

In the hotly competitive farm market, few implement manufacturers move faster than E. V. Briscoe & Son of Kerman, Calif. Makers of ditching and sloping machines that quarter the cost of maintaining irrigation trenches, Briscoe uses a fast, 5-place Cessna to serve U. S.

"For research, sales and demonstration trips, spotting irrigated areas, answering repair calls and visiting suppliers, our 195 is indispensable," says Mel Briscoe. He praises the 195's low-maintenance gear, dependability and economy, recalls, "on a 5-hour trip from Denver to Las Vegas, we used only 64 gallons of gas. Moreover, in the Cessna I cover in 3 days what it used to take a month to do by automobile! \*E. V. Brescoe, son and partner Mel Briscoe, pilot Harry Wathen

#### YOUR BUSINESS

Wouldn't a Cessna solve many of your personnel, time and travel problems, too? Then try the idea of business flying before buying. Charter a Cessna. Use it as your own. Fly it on trips-compare time, costs, sales results, hours spent at home. Then you'll discover your business can profitably enter the "Air Age," too!

See your local Cessna dealer today, He'll gladly make all arrangements.

For more information on Cessnas and more case histories on the use of Cessnas in businesses similar to yours, phone or see your local Cessna dealer. He is listed in the yellow pages of your telephone book. Or write CESSNA AIR-CRAFT CO. DEPT. TM-SS, WICHITA, KANSAS.



THE BIGGEST BARGAIN IN BUSINESS FLYING

To celebrate the Golden Anniversory of Flight, Cessna presents its new "Golden Year" 1701 Smooth 6 cylinder 145 H.P. Continental engine cruises at 120 m.p.h. All metal propeller and spinner. Para-Lift' flaps reduce landing speed 10 %, shorten take-offs. New heating ventilating unit gives 70% more heat. Patented landing gear smooths rough fields. New instrument panel, cowling and striping. All-metal strength. High-Wing sta bility, visibility. Hydraulic brakes. 120-lb. luggage capacity . . AND STILL AMERICA'S LOWEST-PRICED ALL-METAL PLANE BY THOUSANDS OF DOLLARS! Also see the new, faster 4-place Cessna 180 and luxurious 5-place Cessna 1951

TODAY, CESSNA IS NO. 1 IN PRIVATE PLANE SALES!



# Attention to all phases

of an employer's business-insurance needs is no one-man job! When you qualify as one of our policyholder-owners, a skilled Employers Mutuals Team cooperates...suggests proper coverage that is tailored to your needs...helps reduce accident costs...handles claims promptly...provides services that can improve

your production, reduce operating expense and, often, cut premium costs!





# EMPLOYERS MUTUALS

Home Office: Wausau, Wisconsin



Offices in principal cities...Consult your telephone directory

Employers Mutuals write: Workmen's Compensation-Public Liability-Automobile-Graup Health and Accident-Burglary-Plate Glass-Fidelity Bonds-and other casualty insurance. Fire-Extended Coverage-Inland Marine-and allied lines. All policies are nonassessable.



EMPLOYERS MUTUAL LIABILITY INSURANCE COMPANY OF WISCONSIN EMPLOYERS MUTUAL FIRE INSURANCE COMPANY

#### MISCELLANY

The Engagement. In Detroit, after applying for a marriage license in 1942. Thomas J. Neary, 59, finally appeared at the county clerk's office to claim his ficense, explained why he had waited eleven years: "We had a few disagreements about details."

Slow Student. In Carthage, Mo., James Ketchum, 22, was arrested after stocking up on magazines at a newsstand, telling the vendor he was going to college to study criminology, paying for the magazines with a bum 85 check.

Missing Ingredient. In Knoxville, Tenn., when the umpire called "Play ball" to start a game between the home team and nearby Morristown, no one moved, and the home team management. discovering that it was out of baseballs, had to forfeit the game, 9-9.

The Word. In Toledo, Mrs. Lizzie Hopkins reported to police that thieves had slashed open the top of her convertible, ignored other loot to make off with a Bible from the glove compartment.

Future Buying. In Chelsea. Mass., relief officials discovered that a 68-year-old welfare recipient had used his \$\$0 monthly payments to buy a \$1.200 casket, a \$1.75 concrete burial vault.

Seasonal Irritant. In Akron, after having her husband arrested because he "sings when he drinks . . . I just can't stand that singing," Mrs. Cloice M. Young was asked how often he sang, replied: "Oh, about once every six months."

Necessity. In Elyria. Ohio. Crawford Casebolt, charged with auto theft, explained that he needed a car to report to authorities in Tennessee where he is on parole for auto theft.

Savings Plan. In Las Vegas, Nev., Motorist Ray N. Hall slept in his car to save on hotel bills, woke up to find \$150 worth of luggage stolen, went to call police, returned to find the rest of his belongings range.

Sportsmanship. In El Paso, Army Cook Perry Carlyle, arrested on a charge of selling 21 lbs, of marijuana to a Government undercover agent, protested: "Those guys don't play fair."

Leave-Taking, In Pikeville, Ky., Jack Clements, arrested for possession of burglary tools, escaped from the county jail, left behind a note: "I hate to cause any excitement, but I am leaving town,"

Sonctuary. In Mobile, Ala.. Barber Carl B. Pennington, pleading for a weekend in jail, told police: "I've got a nagging wife... I've got ulcers... I can't stand the strain any longer... Please lock me up."





"I. W. HARPER is the finest that money can buy"



a pleasure

to drink ... to serve

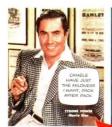
# I.W. HARPER

















# Why did you change to CAMELS?





SMOKERS have been changing to Camels and staying with Camels for years. So much so that today Camel is ahead of all other brands by many billions of cigarettes per year!

Camel's mildness and flavor agree with more smokers than any other cigarette . . . so try Camels, too.

Try Camels for 30 days—and see how you keep on enjoying their rich flavor and cool mildness, week after week!



There must be a reason why

MORE PEOPLE SMOKE CAMELS

THAN ANY OTHER CIGARETTE